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Language Styles Used in English Commercial Product and Educational Advertisements on Internet

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ABSTRACT

This research aims to analyze the kinds of language styles used in English Commercial Products and Educational Advertisements on the internet. This research used a qualitative descriptive technique by collecting fifteen English Commercial Products and five Educational Advertisements from the internet and using them as documentation. Data analysis techniques used are data condensation, data display, and drawing conclusion/verification. As the results of this research, the researcher found six language styles used in commercial product advertisements: spokesperson, problem solution, demonstration, a slice of life, comparison, and combination of problem solution and comparison style; and three language styles used in the educational advertisement: hard sell, soft sell, and straightforward style.

Keywords: *Language Style, Commercial Product Advertisements, Educational Advertisements, Internet*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis jenis gaya bahasa yang digunakan dalam iklan produk dan iklan pendidikan berbahasa Inggris di internet. Penelitian ini menggunakan teknik deskriptif kualitatif dengan mengumpulkan lima belas iklan produk dan lima iklan pendidikan dan menggunakannya sebagai dokumentasi. Teknik analisis data yang digunakan adalah kondensasi data, penyajian data, dan penarikan kesimpulan/verifikasi. Sebagai hasilnya, peneliti menemukan enam jenis gaya bahasa yang digunakan dalam iklan produk, yaitu: spokesperson, problem solution, demonstration, slice of life, comparison, dan kombinasi antara problem solution dan comparison style; dan tiga gaya bahasa yang digunakan pada iklan Pendidikan, yaitu: hard sell, soft sell, dan straightforward style.

Kata Kunci: *Gaya Bahasa, Iklan produk, Iklan Pendidikan, Internet*

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INTRODUCTION

People use language as a tool to convey their views, ideas, or opinions. In expressing or conveying ideas in both spoken and written language, people use their own style related to social aspects. Keraf states that style is the ability and competence to make sentences in the right way (Keraf, 2002). Considering this matter, the researcher enthusiastically focused research on language styles because the styles will shape communication correctly and determine how social interaction proceeds. Wareing stated that people may use a different style in how they talk depending on the situation and context they are talking in. In this case, style determines how the speaker speaks and how the listener understands the meaning of communication correctly (Wareing, 2005).

As stated above, people use written speech to express their ideas in written language. One form of written language made by humans is an advertisement. Advertisement is a message of a product that is conveyed through media supported by sponsors to some or all people. In everyday life, persuasive language is often found in advertisement. Advertisement is selected as the data of this research because it is a form of written communication that develops at the same time with the advance of technology, whether in oral or written ways. The development of technology allows people to communicate with each other in many ways.

Nowadays, there are containers to publish products such as television, newspapers, radio, and the internet. The researcher selected the internet as a data source because, at this time, technology is growing rapidly. In ancient times, people could only listen to the news and advertisements via radio. Then, it turned to television, and now people rarely use television as a source to find news, read advertisements, and find other information. Moreover, at this time, people already have smartphones or laptops, which can be used to find whatever information they need. People no longer have to sit down and turn on the television. Instead, they can count on smartphones or laptops to search for information on the internet.

This research discussed the language style used in commercial product advertisement on the internet, which focused on the kinds of language style, and also investigated how the language style is used in a commercial product advertisement on the internet. As we know, advertisement is a media for spreading news to the general public that aims to influenced, persuade, and encourage people to use the product offered. There are several of language styles used in the advertisement that aim to attract the attention of consumers to be influenced and use their products. Various kinds of

advertisements have been created by their respective companies, but only advertisement with a creative language style can attract their consumers. For example, the use of language style in educational advertisement with product advertisement is definitely different. It is an advertisement that promotes a university that aims to persuade students to be interested and join to the university.

“Live your dream, whether you are looking to improve your communication skills, sharpen your business knowledge, or earn your degree, National University can help you turn your dreams into reality. Your journey to success starts here.” This is an educational advertisement from National University and this advertisement used soft sell style, which the soft sell style contained messages that arouse interest and used soft language. The sentence *“whether you are looking to improve your communication skills, sharpen your business knowledge, or earn you degree”* this statement stated National University can help prospective students to improve their skills if the students joined to the university.

The other example from product advertisement, *“Pimples, for too many years, woman have been coverage, hiding. But now, there so. Finally, a new solution pimple in just 3 days with new ponds acne clear, world first look time of the lock clear technology, it's formula is unlike any other, its locks bacteria and helps removing from inside.”* This is a product advertisement from Ponds Acne Solution, and this advertisement used problem solution style, this style contain the message begins with some problem, and the problem of this advertisement is *“Pimples, for to many years, woman have been coverage, hiding.”* and the product is presented as a solution to the problem. The two advertisements have their own characteristics, and so have their differences each other.

The differences have attracted the researcher to find and analyze language styles used in educational advertisement and commercial product advertisement by using internet as media.

Language Styles

Language style refers to choosing a linguistic form to convey a social or artistic effect. In communicating, people usually use formal or informal language, depending on the situation they communicate with other people. The style also tells the listener to accept what is being said, whether is serious, ironically, humorous, or otherwise. From the above statement, people can understand that style is the way people convey an idea or message. It is easier to receive an idea or message if we have one know the

conditions and styles used by the speaker or writer. It means how the way the speaker or writer expresses his ideas or messages formally or informal events serious, ironic, or humorous style. Dyer states that styles not only perform some of the same linguistic features in regional and social dialect differentiation patterns but also show correlations with other social factors (Dyer, 2004). From Dyer's statement above, it is clear that style displays the correlation between social factors and the language used by the community. It means people can predict what style they will use in their communication according to the current situation.

Romaine states that style can change from formal to informal depending on social context, the participants relationship, social class, sex, age, physical environment, and topic (Romaine, 2000). Meanwhile, Thomas states that people may use different style in the way they talk depends on the situation and context they are talking in (Wareing, 2005).

Advertisement

Advertisement is about persuasive information of products (goods, services, and ideas) which usually paid by company, organization, or institution (Arens, 2006). Advertisement is a message that offers a product that addressed to the public through a media (Kasali, 2007). Even though the communication process in advertisements is different from oral communication but basically is derived from basic human communication process. It can be stated that advertising is one of the mass communications means to be used for the presentation and promotion of ideas, products and services by impersonal identified sponsors or subsidiaries media. This is not only to inform the product or service but also to persuade and to convince the public.

There are many kinds of advertisements, two of them are educational advertisement and commercial product advertisement. Educational advertisements are advertisement campaigns in which the creators attempt to inform, update, or persuade the public to engage in or avoid current issues. Educational advertisements focus on a number of modern social, political, religious, and consumer based issues. They traditionally appear on television and radio, but more and more campaigns are turning to the internet, especially email, as a cheap and efficient way to spread their messages. While, Commercial Product advertisement is defined as a message that offers a product to the public.

Armstrong explained Commercial is something related to the purchase and sale of goods and services which includes all activities and trade

industry relations (Amstrong & Philip, 2002). Commercial advertising is an advertisement that explicitly offers goods and services. Example, Shampoo advertisement, detergent advertisement, and so on. Commercial advertisement is an advertisement that aims to support the marketing campaign of a product or service.

Wells argues that language in advertisement has a creative concept to present a message to the reader or the audience (Wells, 1995). In addition, an advertisement as a tool of selling a product. Language styles are classified into nine categories based on the language style of advertising according to Wells's theory. Wells 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

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

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

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 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

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

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

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

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

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.

METHOD OF THE RESEARCH

The research is qualitative descriptive research. Qualitative is used to described and analyze the phenomena that usually happened in daily activities and is not deal with number as a data. Descriptive qualitative studies described phenomena and interpreted what exists (Sugiono, 2011) (Moleong, 2002). In other words, the result of this descriptive research is the description of the data at the moment. Therefore, qualitative research is proper to use in this research since it is appropriate with the aims of this research that is to investigate the contextual concept of an advertisement language style.

The primary data of this research were all sentences or languages used in the product advertisement or educational advertisement that were taken from several websites on the internet. Meanwhile, the secondary data were related information taken from some journals that can support analyzing process, such as: Syuhada, R.F., Samad, I.A., and Muthalib, K.A. (2020), Jannah, H., Sumirna, and Nurhikmawati (2016), Chamundeshwari, C. (2019), Koa, M.R. (2019), Ginting, S., Rangkuti, R., & Yusuf, M. (2020), Priani, Puspa, et al. (2019), Dennaya, I.A. and Bram, B. (2021), Iskandar, I., Basriana, . E. , & Mishina, U. L. (2020), Syafitri, N., Yulianeta, Ansas, V.N. (2021), Pusparini, I. (2015). The data were collected by documentation technique. In conducting the research, the researchers provided some advertisement on the internet. First, the researcher looked for fifteen commercial product advertisements and five educational advertisements on twenty websites in the internet, and then they took the whole advertisements which cover images and sentences to be used as documentation through the download or screenshot process. The instruments which were used to collect the data were some important media, such as Wifi, Smartphone, and notebook.

Data analysis technique of this research is the data condensing/transforming process continues after the fieldwork is over, until a final report is completed (Huberman & Saldana, 2014). In this research, the advertisements that have been collected will be selecting. There are many advertisements that used persuasive language, especially in product and educational advertisements on the internet. After collecting and selecting data related to product advertisement and educational advertisement, the researcher classified result of the advertisement that have been obtained to be discussed more detail The third stream of analysis activity is conclusion

drawing and verification. After presenting data related to product advertisement and educational advertisement, the researcher drew conclusions about advertisement and the types of language style contained in these advertisements.

RESULTS OF THE RESEARCH

Kinds of Language Styles used in English Advertisements on the internet

1. Commercial Product Advertisement

Data 1

Mask On Stress Off

Your pores don't lie, When they're stressed, it shows. The daily grind takes a toll on your skin, but Biore Whipped Nourishing Detox Mask Purifies pores and detoxes in just 5 minutes. Clear, refreshed, and ever so – soothed skin. The perfect detox does exist

The advertisement above is a product advertisement. This advertisement used spokesperson style because based on Wells theory spokesperson style employed a famous person to speak and promoted the products, the used of spokesperson style can be found in the picture of data 1, which is in this advertisement there is an American actress named Madelaine Petsch who promoted Biore product. This style also is a popular technique that is widely used by advertisers. Besides, Wells stated that 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. It means the advertiser employed someone such as a celebrity, actor, or actress to promoted a product of the company, and this includes popular technique in promoted a product.

In the first line “*Your pores don't lie, when they are stressed, it shows*”, it means when you are in stress condition, it will impact to your skin. “*The daily grind takes a toll on your skin*”, your daily activities can have a bad impact to your skin, such as exposed the scorching sun and caused oily faces, air pollution that sticks to the face and caused clogged pores. The sentences “*But Biore Whipped Nourishing Detox Mask Purifies pores and detoxes in just 5 minutes. Clear, refreshed, and ever so – soothed skin. The perfect detox does exist*”, this sentences explained that this product can detox or remove toxic substances/chemicals in your skin in just 5 minutes. In the last sentences “*The perfect detox does exist*”, this actress persuade consumers that a complete removal of toxins or dust from the face does exist. Finally, your skin will be clear, fresh and soft. As Wells said in his theory that the spokesperson style

employed a famous speaker or endorser with the aim to make consumers believe in the superiority of a product being promoted. The advertiser engaged this actress because it is believed to build credibility of consumers or buyers.

Data 2

*Women's lives are always like this on the go wake up fast,
get dressed fast
Leave fast and have a fast, and frenzied breakfast always busy busy busy busy
Jumping from one meeting to the next next next next, doing two things at once or
three and it starts over again in life every second counts.
Introducing rapid reviver deep conditioners it works deep repairs fast for instant hair
transformation, New LV rapid reviver deep conditioners, revive you hair in a second
because you're worth it*

This advertisement is a product advertisement. The advertisement above used spokesperson style, because spokesperson style used to promote a product by using fame people to build credibility of the consumer to buy the product. The used of spokesperson style in this advertisement can be found in the picture of data 2, there is an American Singer named Camila Cabello to promote the product.

At the beginning of the advertisement Camila said "Women's lives are always like this on the go wake up fast , get dressed fast, leave fast and have a fast, and frenzied breakfast always busy busy busy busy. Jumping from one meeting to the next next next next, doing two things at once or three and it starts over again in life every second counts". In these sentences, the information to be conveyed to the reader is that the women is preoccupied with various things, doing something fast, and always busy. Especially for career women who preoccupied from one meeting to the next meeting. Women can do several things at once, and these activities are repeated and occur everyday and became a habit every time.

Without realizing it, women often doing outdoor activities and exposed to the scorching sun and cause hair damage. "Introducing rapid reviver deep conditioners it works deep repairs fast for instant hair transformation, new LV rapid reviver deep conditioners, revive you hair in a second because you're worth it". Camila recommended using a New Elvive Rapid Reviver Deep Conditioner which is useful for repairing damage hair quickly and instantly.

Data 3

*Damage from brushing, and blow drawing heat, or humidity I don't worry about it,
I told you repair it*

*New advance total repair 5 from Loreal Paris, now with repairing cream and
ceramide that goes into your hair, It gives 360 protection from damage, get
extraordinary hair*

*Five problems once usual, New advance total repair 5 the damage expert
We're all worth it*

This advertisement is a product advertisement. The advertisement above used spokesperson style because based on Wells theory spokesperson style used a fame person as speaker to promoted a product. In this advertisement the use of spokesperson style can be seen in the picture of data 3, the advertiser use an Indian Actress named Aishawa Rai Bachchan to promote this product. As William Wells state, spokesperson or endorsers using fame people like celebrity to build credibility of the consumers.

At the beginning of this advertisement "*Damage from brushing, and blow drawing heat, or humidity I don't worry about it*". In this sentences, it is explained that if Aishwa has damaged hair from brushing, blow drawing heat from the hairdryer, or the hair feels humid but she doesn't worry about it. "*I told you repair it*", this actress will explain how to repair the damaged hair.

"*New advance total repair 5 from Loreal Paris, now with repairing cream and ceramide that goes into your hair, It gives 360 protection from damage, get extraordinary hair*". This sentences explained about the advantages of this product that can give protection against damaged hair with a combination repairing cream and ceramide which can give 360 protection due to damage hair, and finally people will be able to get extraordinary hair. "*Five problems once usual*" five problems resolved at once using only one product.

Data 4

Wish there was an easier way to tame frizzy hair?

Nourish your hair to make it beautifully smooth.

*New dove straight and silky with sunflower seed oil and pro moisture complex it
deeply nourishes*

Repairs damaged hair and takes prince, just like that

Goodbye frizz hello to damage free hair

New dove Straight and Silky

This advertisement is a product advertisement. This advertisement used problem solution style because Wells state problem solution style is messages or infomations in the advertisement that begins with some

problems, when a problem shown, the promoted product appears to solve the problem.

The problem of this advertisement can be found in the first line *“Wish there was an easier way to tame frizzy hair?”* In this sentences explained is there any way to tame or soften frizzy hair? and then a solution to this problem emerged and found in the second line *“Nourish your hair to make it beautifully smooth”* the appearance of this product can solve the problem of hair damage, and the hair will be more beautiful, smooth, and well-groomed. The third line *“New dove straight and silky with sunflower seed oil and pro moisture complex it deeply nourishes”*. This product can nourish damaged hair because in this product contained sunflower seed oil and pro moisture which is very useful for nourishing damaged hair. *“Goodbye frizz hello to damage free hair”* and finally the damaged hair is gone and say hello to damage free hair.

Data 5

*Not all hand sanitizers are the same
See the difference on these petals
Overtime, only Dove stays Moisturized
8 hours of moisturization and 99, 99% effective against germs
Only New Dove Hand Sanitizer does both*

This is a product advertisement and uses Comparison style because Wells state Comparison style is the way advertisement 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.

In this advertisement, the advertiser used a very clear comparison style through images, this product is compared directly with other products and shows the brand/merk of the product being compared. Comparison sentences can be seen in the third line *“Overtime, only Dove stays Moisturized 8 hours of moisturization and 99, 99% effective against germs”*. Dove hand sanitizer product directly compare the product with Purell Product, the advertiser shows special quality of this product (dove hand sanitizer), which is overtime this product still moisturizes the skin, and this product can moisturize the skin for 8 hours and 99, 99% effective against germ that stick to the hands.

At the beginning of this advertisement *“Not all hand sanitizers are the same, see the difference on these petals”*. This sentence explained that not all

hand sanitizers are the same, and the difference can be seen from the petals of the two products.

In the last sentences of this advertisement, *“Only New Dove Hand Sanitizer does both”*, the advertiser is increasingly convincing consumers that only this product (Dove Hand Sanitizer) can do two things at once, moisturizes the skin all day and 99, 99% percent can against germs.

Data 6

*Does your skin get so dry it feels scaly?
The only lotion with restoring micro droplets of Vaseline Jelly
New Vaseline Intensive Care deeply moisturizes dry skin from the first application
and keeps it restored and healthy for three weeks
Clinically proven
Vaseline the power of healthy skin*

The advertisement above is a product advertisement and used problem solution style because problem solution style is the message begins with some problems and the product is presented as a solution to that problem. This style is common used by advertiser to make their product advertised run smoother.

The problem of this advertisement be found in first line *“Does your skin get so dry it feels scaly?”* This is a problem of skin, dry skin can cause skin to feel scaly. The solution of the problem can be found in the second and third line *“The only lotion with restoring micro droplets of Vaseline Jelly, New Vaseline Intensive Care deeply moisturizes dry skin from the first application and keeps it restored and healthy for three weeks”*. In this sentences explained a product from Vaseline Intensive Care can moisturize dry skin on the first application and keep skin recover and healthy for three weeks. This product is here as a solution for people who have similar skin problems.

The last sentences *“Clinically proven Vaseline the power of healthy skin”*, the advertiser convincing consumer that this product has been clinically tested, and this sentences aims to persuade consumers and believe that the product is clinically proven and beneficial.

Data 7

*From the moment I wake up is non-stop I love it, But at my skin
The busier your life the more wrinkles and dullness appear, is your skin strong
enough?
New Pond's Age Miracle with Retinol Free Complex that works 24 hours non stop
helps reduce wrinkles for a youthful glow
New Pond's Age Miracle*

This advertisement is a product advertisement. This product used problem solution style because problem solution style is the message begins with some problem and the product is presented as a solution to that problem. The problem of this advertisement can be seen in the first and second line *"From the moment I wake up is non-stop I love it, But at my skin, The busier your life the more wrinkles and dullness appear, is your skin strong enough?"* This sentences explained about daily activities from wake up and continuing with endless other work, if you are too busy with you work, it will have an impact to your face skin.

Your face skin will begin wrinkles and dullness appear, and here the advertiser ask to the consumers *"Is your skin strong enough to prevent this problem?"* The problem of this advertisement is wrinkles and dullness appear on the face skin. Because of this, the product is here to solve these problems.

The solution appears in the third line *"New Pond's Age Miracle with Retinol Free Complex that works 24 hours non stop helps reduce wrinkles for a youthful glow"*. This product contains Retinol Free (Vitamin A to prevent skin problems) which works on the skin for 24 hours non stop and helps reduce wrinkles on the face and finally the face skin will look youthful glow.

Data 8

Is your hair lacking thickness?

*Garnier creates fructis densify the first shampoo to create beautiful hair mass
it's strengths fiber silane a new active that expands inside the hair fiber the results
38 percent more hair mass visible fullness luxurious thickness
Touch it, see it, feel it, your hair has never been so abundant
You densified fructis the strength to shine, Garnier*

This is a product advertisement from Garnier. This advertisement used Problem Solution style. Because based on Wells said Problem solution style is the messages begins with some problems and the product is presented as a solution to that ptoblem. This style is common technique which is used by advertisers to make their product advertised run smoother.

The problem of this advertisement be found in first line *"Is your hair lacking thickness?"* This question ask to consumers or readers, Do you have a problem with your hair is slight and feels lacking thickness? The solution appears in second and third line *"Garnier creates fructis densify the first shampoo to create beautiful hair mass, It's strengths fiber silane a new active that expands inside the hair fiber the results 38 percent more hair mass visible fullness luxurious thickness"*. This product can solve this problem and can make hair

denser and thicker, in this product contains silane fiber a new active that expands inside the hair fiber, and the results 38% of hair feels thickness.

"Touch it, see it, feel it, your hair has never been so abundant". In this sentence, after using Garnier Product, the advertiser explained to the consumers to touch, see, and feel the difference in the hair, because the hair has never been fullness and thickness.

Data 9

Did you know hard brushing can damage your teeth?

Presenting Sensodyne toothbrush which is specially designed with soft rounded bristles that clean your teeth gently and effectively without damaging it's protective layer

Switch to Sensodyne Toothbrush for Effective and Gentle Care, Sensodyne

The advertisement above is a product advertisement. This advertisement used Problem Solution style. Problem solution style is the message starts with some problems and the product is presented as a solution to that problem. The problems of this advertisement can be seen in first line *"Did you know hard brushing can damage your teeth?"* This sentences explained to the consumers, most people often brush teeth too hard, without realizing it can damage teeth.

Next, solution for this problem appear in the second line *"Presenting Sensodyne toothbrush which is specially designed with soft rounded bristles that clean your teeth gently and effectively without damaging it's protective layer"*. This sentences explained about a product (Sensodyne Toothbrush) that a toothbrush specially designed with soft bristles that clean teeth gently and effectively without damaging the protective layer. *"Switch to Sensodyne Toothbrush for Effective and Gentle Care"*, the advertiser recommended consumers to switch to this product because this product can clean teeth gently and effectively without damaging protective layer.

Data 10

Son : Eeee....

Dad : (Sniff) ... Poooff!!

Mom : Oh... Goodness

Son : Eeee... So sweaty and smelly!

Dad : (Sniff) ... This is embarrassing

Do you know sweat has no smell? Sweat odour is caused by the interaction of sweat and bacteria.

Mom : How do I get rid of it?

New and Improved attack advance Anti-Bacterial Formula effectively removes stubborn stains and bacteria in one wash. It also prevents bacteria growth, keeping you clean and fresh all day long

Dad : (Sniff) ... No more sweat odour! Thanks dear.

Son : (Sniff) ... Mommy, you are the best.

Mom : Even the towel doesn't smell after a few days

All : (Long sniff) Yay! No more bad odour!

This advertisement is a product advertisement and uses Slice of life style. Wells state slice of life is an elaborate version of a problem solution message presented in the form of a little drama. It puts the audience in the position of overhearing where the problems are stated and resolved.

Slice of life is a similar style to the problem solution style, but in the slice of life the problem is presented in a complicated version by conveyed a message in the form of a little drama. In this advertisement, there is a family consist of Dad, Mom, and son. This advertisement used some common situations with typical people talking about a problem.

Son : Eeee....

Dad: (Sniff) ... Poooff!!

Mom : Oh... Goodness

Son : Eeee... So sweaty and smelly!

Dad: (Sniff) ... This is embarrassing

In this advertisement explained that Daddy and his son feels uncomfortable with the smell caused by sweat due to their activities. Daddy said "This is embarrassing", that means Daddy feels embarrassed by the sweat odour on his body.

"Do you know sweat has no smell? Sweat odour is caused by the interaction of sweat and bacteria." Explained that sweat is odourless, the smell of sweat is caused by the interaction between sweat and bacteria. Mommy said "How do I get rid of it?" Mommy ask how to remove this sweat odour? The problem of this advertisement is how to remove this sweat odour? And this problem can resolved because of this product. The appearance of product resolved problem sweat odour.

"New and Improved attack advance Anti-Bacterial Formula effectively removes stubborn stains and bacteria in one wash. It also prevents bacteria growth, keeping you clean and fresh all day long" The advertiser explained this product used an antibacterial formula and can remove stubborn stans and bacteria in one wash. This product also can prevent bacterial growth and keep you clean and fresh all day long.

Dad: (Sniff) ... No more sweat odour! Thanks dear.

Son : (Sniff) ... Mommy, you are the best.

Mom : Even the towel doesn't smell after a few days

All : (Long sniff) Yay! No more bad odour!

In the last sentences of this advertisement, Daddy and his son thanked to Mommy for getting rid of the sweat odour. Mommy said that even the towel did not smell after being used for days, and then everyone happy because sweat odour was gone.

Data 11

There is more to this story than just a dead cockroach

What about the germs they carry?

Only baygon germ kill has the power to kill cockroaches and the bacterial power to kill the germs they carry

Now that's the whole story

New Baygon germ kill insects and the germs they carry also available in fly spray

The powers is yours

This advertisement is a product advertisement and used problem solution style. Problem solution style is the messages begins with some problem and the product is presented as a solution to that problem. This is common technique used by advertiser to make their advertised run smoother.

The problem of this advertisement can be found in first and second line "There is more to this story than just a dead cockroach, what about the germs they carry?" this sentences explained a story that tells of a dead cockroach, and what about the germs carried by the cockroach? Did the germs they carry also die?

"Did the germs carried by the cockroach die?" The solution of this problem can be found in the third line "Only baygon germ kill has the power to kill cockroaches and the bacterial power to kill the germs they carry" This sentences explained only this product has the power and antibacterial power to kill cockroaches that can kill the germs they carry.

Data 12

Every day Adams hands come into contact with more and more debt, bringing home germs

So I have to say one step ahead, sharing soap means sharing germs

That's why I switch to the next level of protection that's all new Dettol Hand Wash unlike ordinary soap

Give us 100% better protection, so you can be sure 100% share dettol to be 100% sure spreading health

This is a product advertisement and used combination of problem solution and comparison style. Problem solution is the messages begins with some problem and the product is presented as a solution to that problem, meanwhile Comparison is the way advertisement conveyed an idea or message by comparing certain products with other products. The comparison can be direct, where competitors are mentioned, or indirect means, which only refers to other leading brands.

The problem of this advertisement begins in the first line *"Every day Adams hands come into contact with more and more debt, bringing home germs."* Explained that every day adam always play outside and interacts, at the same time holding items from outside without realized that there are germs attached, when Adam came home, the germs were with him.

"So I have to say one step ahead, sharing soap means sharing germs" Therefore, Adam's mother is one step ahead of Adam, his mother doesn't want his to use sharing soap, because his mother said sharing soap means sharing germs. Because of this problem, the solution appears in third line *"That's why I switch to the next level of protection that's all new Dettol Hand Wash unlike ordinary soap"*. This product shows comparison because in this sentences there is *"unlike ordinary soap"*, it means this product (Dettol Hand wash) is not the same as other products, its just the brand is being compared is not stated.

"Give us 100% better protection, so you can be sure 100% share dettol to be 100% sure spreading health". Dettol can give 100% protection, so the advertiser persuade consumers that this product can be shared, by sharing soap is the same with spreading health.

Data 13

*Our family starts every morning with quacker, because oats has Iron for immunity
Now immunity can be enjoyed in many ways
It can be sweet, a little more indulgent, hot as fire are just full of surprises, Nice
Because there's more than one way to build your immunity
There's more than one way to enjoy it
Starts every day with Quacker be quick or strong every day*

This advertisement is a product advertisement and used demonstration style. Wells state 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. Demonstration sentences can be found in third line *"It can be sweet, a little more indulgent, hot as fire are just full of surprises"*, the advetiser explained that usually people eat oats just by mixed the oats with mineral water, but now it's different.

Quaker can be enjoyed in many ways, maybe you can add some fruits to make it look sweeter, or you can customize it adjust with consumers wishes.

"Our family starts every morning with quacker, because oats has Iron for immunity", this sentences explained about a family who started the morning with eating Quacker, because Quacker is oats that contains Iron for immunity. "Now immunity can be enjoyed in many ways", eating Quacker can be enjoyed in many ways.

Data 14

Gum bleeding keep ignoring it and you risk losing your tooth

9 out of 10 consumers feel Pepsodent G and reduces completely in 7 days

Switch to Pepsodent Gum Care with Zinc technology

The advanced technology for relief from bleeding gum problems

Pepsodent Gum Care

This is a product advertisement and used Problem Solution style. Wells state the message begins with some problem and the product is presented as a solution to that problem. The problem of this advertisement can be see in first line" *Gum bleeding keep ignoring it and you risk losing your tooth"*. Many people underestimate and ignore it when their gums bleed, regardless of the risk of tooth loss.

"9 out of 10 consumers feel Pepsodent G and reduces completely in 7 days", this statement stated that many consumers have used this product and the results are effective, this product can completely solve the problem of bleeding gums in just 7 days. "Switch to Pepsodent Gum Care with Zinc technology", the advertiser recommended to consumers especially those with problems (bleeding gums) to switch to this product, which is this product contains zinc technology. "The advanced technology for relief from bleeding gum problems", Pepsodent G's advanced technology that can get rid of bleeding gum problems.

Data 15

For most men dandruff does not just attack once, tt returns again and again

But I'm not afraid because I have clear

New Clear men with Bio Nutrium 10 activate your scalps natural protection layer

making you dandruff proof

New Clear Mean Dandruff Proof

This advertisement is a product advertisement and used spokesperson style. Spokesperson style is using the person to speak on behalf of the product is another popular message technique. In this advertisement, the used of spokesperson style can be found in the picture of Data 15, the

advertiser used Portuguese Footballer named Cristiano Ronaldo to promoted this product. Using fame people like this aims to persuade and to build credibility of the consumers.

“For most men dandruff does not just attack once, it returns again and again”. For most men have dandruff problems, and dandruff doe not only attack once, dandruff even come over and over again. “But I’m not afraid because I have clear, New Clear men with Bio Nutrium 10 activate your scalps natural protection layer making you dandruff proof”. This setences explained that Cristiano Ronaldo do not worried anymore, because he has a clear mean Shampoo that can prevent dandruff comeback, Clear men contains bio natrium 10 which can activate your scalps natural protection layer making you dandruff proof.

2. Educational Advertisement

Data 1

“Live your dream, whether you are looking to improve your communication skills, sharpen your business knowledge, or earn your degree, National University can help you turn your dreams into reality. Your journey to success starts here.”

The language used in this advertisement is simple and understandable for the reader. This is an educational advertisement from National University and this advertisement used soft sell style, which the soft sell style contained messages that arouse interest and used soft language. Soft sell sentences can be found in third line *“National University can help you turn your dreams into reality, your journey to success starts here”*. The word “you” refers for prospective students. The advertiser persuade the student’s dreams will come true, students desire to be able to communicate well and increase knowledge about business soon be realized and the journey of student success begins in this university.

The sentence *“whether you are looking to improve your communication skills, sharpen your business knowledge, or earn you degree”*, this statement stated the advertiser tried to intriguing prospective students to joined this university, if the student joined to this university, the students will be able to improve communication skills and increase business knowledge.

Data 2

Vilnius University one of the oldest and best known educational establishments in Central and Eastern Europe. Vilnius University offers the widest range of studies in humanities, as well as social, physical, biomedical, and technological sciences. Vilnius University has more than 2000 academic staff members. 312 professors, 656 are researchers, and there are many students.

Come on, let's see our faculties. We love research, we love physics, what are you thinking about? Oh... Philosophy. This is law, this is science, business starts here, politics are discussed here, but Math is the mother of all sciences. We need history to understand our past and Medicine to improve our future.

We speak your language, we are close by and never stop progressing. Who wants some history? Or more precisely..., did you know that?

Fact 1: We got five million publications

Fact 2: The first book of our nation

Fact 3: Playing with laser creations

Fact 4: We start internet sensations

Fact 5: Shooting satelites into spaces

Fact 6: Learning language with agree

Fact 7: Meet Vincz, the royal cat

Fact 8: Update to DNA or just chat

One day we will get you to Mars caused from here we go to the stars.

This is an educational advertisement that promoted a university. This advertisement promoted Vilnius University. Vilnius University located in Lithuania, Country in Europe. This advertisement used straightforward and hard sell style in promoted this university through advertisement.

Straightforward language style is a language style that conveys messages in fact and is aimed at direct information aimed through an advertisement, Wells also states that in a straightforward factual message, the advertiser usually conveys information without using any gimmicks of embellishments, meanwhile 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.

Straightforward sentences can be found in the first paragraph *"Vilnius University one of the oldest and best known educational establishments in Central and Eastern Europe. Vilnius University offers the widest range of studies in humanities, as well as social, physical, biomedical, and technological sciences. Vilnius University has more than 2000 academic staff members. 312 professors, 656 are researchers, and there are many students"*. This sentences used straightforward style, which gives a message in fact and directly that this university is one of the oldest universities in Central and Eastern Europe, and this university also offers variuos studies in humanities, social, physical, biomedical, and technology.

Hard sell sentences in this advertisement can be found in the second paragraph, the advantages and facts of this university are increasingly shown in *"Come on, let's see our faculties. We love research, we love physics, what are you thinking about? Oh... Philosophy. This is law, this is science, business starts here, politics are discussed here, but Math is the mother of all sciences. We need history to understand our past and Medicine to improve our future"*. This sentence used hardsell style, because the approach of hard sell style is direct and emphasized tangible product features, facilities, and benefits. The advertiser persuade consumers or readers to see the faculties at this university. Various kinds of faculties are offered to consumers, especially prospective students, such as faculty of law, science, business, politics and many more. The prospective students can chose which faculty are interested. Then, this university presented facts that people may not know, there are 8 extraordinary facts about this university.

Data 3

The future world of work will be unlike anything else before. It will be about global jobs, it will be digital, fast faced and inspired by technology.

Tomorrow will be remarkable, Griffith University is idelally placed to help you start achieving your career goals today. With 5 campuses and a growing digital campus, 50,000 students, 200,000 graduates, across 130 nationalities, and over 4000 staff, we have the right infrastructure, and more importantly, the right people.

We offer over 200 degrees, and we're ranked amongst the top 2 worldwide, we have Australian's most awarded teachers, having won 3 Australian teacher of the year awards since 2007 our outstanding student learning experiences are all about your future. Our degrees have always been forward thinking, and for students that means new opportunities and future proof careers. We have a real focus on employability, and that's delivered through industry partnerships with leading business and organisations.

Your future will be flexible, thanks to trimesters, online learning and more part time study options. Your future will be digital, with innovative, high quality online education.

Your future will be state of the art, with custom designed spaces delivering subject specific learning our degress have always been forward thinking, and for students that means new opportunities, and future proof careers.

Griffith University is a remarkable community, it's inspring, ambitious and supportive, and we firmly believe that it's role to equip you with the skills and tools you need to suceed. When you graduate, you will be part of 200,000 remarkable alumni who are making a difference around the world.

This is an educational advertisement that promoted a university, Griffith University located in Australia. This advertisement used problem solution and Hard sell style in promoted this university. Problem solution style is the message begins with some problem and the product is presented as a solution to that problem, meanwhile hard sell style 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.

The problem of this advertisement can be found in the first line *"The future world of work will be unlike anything else before. It will be about global jobs, it will be digital, fast faced and inspired by technology"*, explained that the future world of work is not like before, jobs in the future will be digital, everything requires technology. The solution of this problem can be seen in the second paragraph *"Tomorrow will be remarkable, Griffith University is idelally placed to help you start achieving your career goals today."* Therefore, this university is a solution for prospective students to help them achieve their future career goals.

Hard sell sentences in this advertisement begins in the scond and third paragraph *"With 5 campuses and a growing digital campus, 50,000 students, 200,000 graduates, across 130 nationalities, and over 4000 staff, we have the right infrastructure, and more importantly, the right people. "We offer over 200 degrees, and we're ranked amongst the top 2 worldwide, we have Australian's most awarded teachers, having won 3 Australian teacher of the year awards since 2007 our outstanding student learning experiences are all about your future. Our degrees have always been forward thinking, and for students that means new opportunities and future proof careers. We have a real focus on employability, and that's delivered through industry partnerships with leading business and organisations"*. This university also ranked 2 worldwide, and this university have outstanding teachers who won an Australian graduate award.

The approach of hard sell 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. *"Your future will be flexible, thanks to trimesters, online learning and more part time study options. Your future will be digital, with innovative, high quality online education"*, after all the facilities owned are described, this university explained the benefits and advantages for students who join this university. If prospective students came to this university, their future will be flexible, innovative, and have a high quality online education.

“Griffith University is a remarkable community, it’s inspring, ambitious and supportive, and we firmly believe that it’s role to equip you with the skills and tools you need to suceed. When you graduate, you will be part of 200,000 remarkable alumni who are making a difference around the world”. This is closing of this advertisement, advertiser are increasingly persuade consumers or readers that this university is an extraordinary community that can provide inspiration, ambition, and support prospective stundents. It can equip students with the skills and tools they need to succeed.

Data 4

What does it mean to be boundless? At its simplest, it is a belief in possibility.

That with pride and passion, together we will change the world, at this univarsity of Washington, we know it’s true, we know because we see it every day.

Sprinted explorers and unshakeable optimists forces to be recknoed with dreamers and doers who believe any destination is possible.

Regardless of the challenges that stands, in our way, for those who believe in the possibility of tomorrow.

We know a place where you have the opportunity to be truly boundless at it takes is the first step, so what are you waiting for?

This is an educational advertisement to promoted a university and this advertisement used soft sell style. This advertisement from University of Washington located in South America.

Soft sell sentences begins in the first line *“What does it mean to be boundless? At its simplest, it is a belief in possibility, that with pride and passion, together we will change the world, at this univarsity of Washington, we know it’s true, we know because we see it every day.”* Advertiser make consumers or readers especially prospective students that they must believe in possibility, they must have the passion to reach the future and never give up. This university will realize the dreams of these students.

Advertiser give an example *“Sprinted explorers and unshakeable optimists forces to be recknoed with, Dreamers and doers who believe any destination is possible, Regardless of the challenges that stands, in our way, for those who believe in the possibility of tomorrow,”* advertiser tried to intriguing consumers to be able to join to this university. Dreamers believe that whatever goals they desire or dream of is possible, the challenge facing them is not a problem.

“We know a place where you have the opportunity to be truly boundless”, this university is a place for prospective students who have an opportunity to realize their dreams of be boundless and always passionate about achieving future success. *“At it takes is the first step, so what are you waiting for?”* This sentences persuade prospetive students to immediately join to this university

so that their dreams can come true, this university will provide opportunities for students to achieve their dreams, as long as they have to believe that there is a possibility tomorrow for them to achieve success.

Data 5

Rockford University gives you access to a world class education, taught by amazing faculty who will you by name

As affordable as most area state colleges, Rockford University will support you every step of the way, with one goal in mind... success

Our students are researchers, student atheletes, mentors, explorers, leaders, and friends

Take the first step at earning you degree

We are right here, right now and right for you

This is an educational advertisement promoted a university, a university named Rockford University located in Rockford, Illinois. This advertisement used hard sell style and soft sell, 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. Meanwhile, Soft sell is message present with subtle, intriguing, and illustrates how advertisements sell moods and dream more than a product feature.

Hard sell sentences can be found in the first line "*Rockford University gives you access to a world class education, taught by amazing faculty who will you by name.*" This sentences explained advertiser promoted this university to help students join to a world class education, and taught by an amazing faculty. Hard sell also can be found in the third line "*Our students are researchers, student atheletes, mentors, explorers, leaders, and friends.*" Students in this university are researchers, student atheletes, mentors, explorers, and many more. In the closing of this advertisement, advertiser urge prospective students to immediately register themselves to join this university.

Soft sell sentences can be found in the second line "*As affordable as most area state colleges, Rockford University will support you every step of the way, with one goal in mind... success*". This sentences tell that this university will guide students step by step to achieve one goal is success. Students in this university are researchers, student atheletes, mentors, explorers, and many more. In the closing of this advertisement, advertiser urge prospective students to immediately register themselves to join this university.

CONCLUSIONS

Based on the research result as presented in the previous chapter, the researcher concluded that there are found kinds of language styles that are used in the English Commercial Product and Educational Advertisements on the Internet, in the product advertisements, they can be divided into spokesperson style, Demonstration style, problem solution style, and Slice of life styles. Meanwhile, in educational advertisements there are hard sell style, soft sell style, straightforward style, problem solution style.

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