

**Research article**

# Discourse Structure of Food Product Advertisement on Television

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**Abstract.**

Advertising discourse differs from other genres of text because advertisements are supposed to attract public attention and interest. The macro structure, superstructure, and microstructure of food product advertisements on Indonesian television are investigated using Van Dijk's (2009) discourse theory. This study used a qualitative research method design to achieve these goals. The data analysis revealed that at the macro structure level of food product advertisements on Indonesian television, the writer's ideology is to invite and persuade the public to purchase the advertised product using various word forms, including figurative languages. Each advertisement is organized and systematic at the superstructure level, beginning with the introduction, body, closing, and conclusion. Each advertisement's text is constructed with great attention to semantic and syntactic aspects at the microstructure level. Background, detail, and purpose are included in the semantic aspect, while the syntactic aspect includes the relationships between ideas from one sentence to the next and from one paragraph to the next to create a complete message presentation (cohesion and coherence). As a result, grammatical and lexical cohesion are manifestations of the cohesive element. Advertising is a type of manipulative communication tool that employs lingual forms and strict diction to pique the public's interest and attention. Further research is expected to investigate semantic aspects of advertising discourse texts using a larger number of data sources than the five types of advertisements used in this study, and to investigate changes in the way advertising texts are composed as a result of societal changes.

**Keywords:** advertisement, food product, discourse structure, television

## 1. INTRODUCTION

According to Alwi (2002) language means an arbitrary sound-symbol system, which is used by all people or community members to cooperate, interact, and identify themselves in the form of good conversation, good behavior, good manners. Language is a system, meaning that language is subject to certain rules, phonetic, phonemic, and grammatical. The language as a communication tool has various functions. In the context of social, political, and cultural processes, are language is used to control or

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control society through controlling meaning. Language has two main functions, namely referential functions, and emotive functions.

Language also has a basic function, namely to name or label people, objects, and events (Mulyana, 2010). In addition to the language used in communicating, of course, there is a discourse that will be used in communicating. As the most complete language unit, a discourse has concepts, ideas, thoughts, or ideas that can be understood by readers and listeners. The grammatical requirement in discourse is that the discourse must be cohesive and coherent. Cohesive means that there is a harmonious relationship between the elements in the discourse. While coherent means that the discourse is integrated so that it contains a neat and correct understanding. Discourse analysis is also a study of the structure of messages in communication or a study of the various functions (pragmatics) of language. Discourse also focuses on structures that are naturally present in spoken language as is widely found in discourse such as conversations, interviews, comments, and utterances (Crystal, 1987). Discourse also includes linguistic communication which is seen as an exchange of information or messages between speakers and listeners, as a personal activity whose form is determined by its social goals Hawthorn (1992), So the object of study or research in discourse analysis is a language unit above a sentence or utterance that has unity and context that exist in everyday life, for example, speech scripts, recorded conversations that have been scripted, direct conversations, meeting notes, and so on, and discussion of discourse is a discussion of the relationship between the contexts contained in the text. This research have some of previous study, and there are several studies on advertising were conducted by Kusrianti (Kusrianti, 2004); Wayan (2005); Sri (2011); Pratiwi (2015); Grahayani (2015); Brata (2016). Does this research have several problem formulations which are (1) What is the macrostructure of the discourse on food product advertisements on television?, (2) What is the superstructure of the discourse on food product advertisements on television? And (3) What is the microstructure of the discourse on food product advertisements on television?

This study has several objectives, namely to obtain an overview of language and discourse in food product advertisements on television and also to identify the microstructure used in advertising products, the language used to form food advertising products, and also the meaning expressed in each product. the language used in every food advertisement product on television.

## 2. METHOD

In examining the structure of the discourse on food product advertisements on television in this study, qualitative research approaches and methods are used, Lexy (2010) suggests that qualitative research exists as a research procedure that produces descriptive data in the form of written or spoken words from and observable behavior. And in this study, the data types of this research are in the form of oral and written. Data in the form of oral data is obtained from conversations or utterances of the presenter of each advertisement. Data in the form of writing is obtained from captions or written descriptions displayed on the television screen which of course serves to support the presenter's oral explanation in introducing food products on television. This data source is from private television channels, namely RCTI, SCTV, INDOSIAR, ANTV, MNC TV, TRANS TV, and GLOBAL TV 2016-2018 editions. The object studied is the use of language through phrases or sentences in advertisements in the form of both semantic and syntactic structures and semantic aspects globally. For research, instruments are more likely to be considered tools used to carry out research. However, in this research, there are recording devices, laptops, and documentation. For data collection techniques in research, namely documentation, recording techniques, note-taking techniques, and observation techniques, and also assessing data by reading the data that has been found in observations of advertisements on television, then translating the advertising language seriously and classifying the data. the use of language under existing theories and data presentation is done using formal and informal methods.

## 3. RESULT AND DISCUSSION

### 3.1. Macrostructure of Television Food Product Advertising Discourse

Macrostructure analysis is text analysis combined with social conditions. In the study of the macrostructure of discourse, the aspect that becomes the focus is ideological meaning. A text can never be separated from ideology and can manipulate the reader towards an ideology (Zoest & Sudjiman, 1991)

### 3.2. "Sasa" Advertisement

The "Sasa" advertisement, as described in the previous sections, is an advertisement related to food that serves to make the food more delicious. Therefore, the author's

ideology in the advertisement is to persuade, seduce, and invite the public to try to taste the spices. be a choice for the community.

### **3.3. "Supermi" Advertisement**

The "Supermi" advertisement in the advertisement analyzed in this paper, which is presented in new packaging, has no other purpose but to introduce the audience or the public to the existence of instant noodles. Ideologically, this advertisement intends to invite people not only to recognize instant noodles with the new packaging but also to buy them.

### **3.4. "Indomie Goreng" Advertisement**

Like the "Supermi" advertisement, the "Indomie Goreng" advertisement also has the aim of making people recognize this type of instant noodle. This is evident in the instant noodle slogan which reads "Make Spirit Day. Dvasi to buy it."

### **3.5. "Malkist Roma Cokelat" Advertisement**

In the advertisement "Malkist Roma Chocolate" the advertiser uses two children and one mother in presenting it, the advertiser's main goal is to invite the attention of the audience to recognize the product that is already available.

### **3.6. "Better Anti Galau" Advertisement**

The last ad is "Better Anti-Anxiety". Of course, the advertiser has an informative purpose in presenting this ad. In other words, when the audience or the public finally recognizes the advertised product, the advertiser's goal is achieved. Advertisers of the five types of advertisements analyzed in this paper have an ideology that lies in trying to make the audience interested in buying the advertised product. This ideology is manifested in various forms and ways, including by presenting participants according to the type, function, and use of the product, forms of verbal and non-verbal communication, as well as the choice of words applied. The advertiser's ideology supports the advertiser's intent or ultimate goal to the audience.

### **3.7. Superstructure of Food Product Advertising Discourse on Television**

Superstructure which functions to describe the scheme or flow of one type of text is the concept of the superstructure. The division of a text into introduction, content, and closing is a basic framework called Van Dijk's (2009) superstructure. Based on Van Dijk's (2009) theory, the superstructure of food product advertisements on television that have been processed in the study is presented according to the introduction, content, and closing sections, and conclusions. Each section has its characteristics and features, starting from the introduction and also the content, closing, and conclusion.

### **3.8. Sasa Advertising (MNC TV)**

The first advertisement studied in this study has the title "Sasa". sasa is the name of one of the coconut milk powder combinations of food, especially dishes, such as vegetables and meat, to enhance the taste. This advertisement was broadcast on one of the Indonesian TV stations which is very well known in the community, namely MNC TV. Uploaded by Dhani Wahyudhi on May 6, 2016.

This ad is in milk over three parts:

### **3.9. The Beginning**

This ad is served at 02:13 minutes by presenting a picture of two packages of sasa that are on a table, the sasa contains several other ingredients of coconut milk powder, such as coconut, onion, , garlic, carrots, red chilies, green chilies, and red tomatoes, garlic, carrots, red chilies, green chilies, and tomatoes, While introducing sasa by standing on a table containing packages of sasa and some other coconut milk ingredients, the presenter holding a coconut and a Sasa package. This stage aims to introduce the object to be promoted to the audience through advertisements. The ingredients shown above are useful for providing information about what ingredients are combined to produce Sasa products.

### **3.10. The Content**

The content part of an advertisement includes the stage to present the function or benefit as well as the process of utilizing the object being advertised. In other words,

at this stage, the core of the ad that describes the global purpose of advertising is presented.

### **3.11. Closing**

The cover also has an important role in presenting an advertisement. Usually, the cover contains an inducement to do or not do something as desired by the presenter through the advertisement he has presented.

### **3.12. Conclusion**

The conclusion is the part that contains implied information that appears in the audience as a result of the events they have witnessed and heard from the beginning to the end of the advertising process. In this section, the audience concludes in the form of the implications of ad presentation. From a series of advertisements for Sasa, the presenter tries to make the audience know and persuade them to be interested in buying it. This is evidenced by the background of the ad presentation.

### **3.13. Supermi Advertising (SCTV)**

One brand of instant food ingredients that are well known in Indonesia is Supermi. Although this instant food has a variety of flavors, what has been felt by the Indonesian people is spicy. This instant noodle is often served or eaten in winter because due to its spicy taste, Supermi is the second object of advertisement analyzed in this study. The advertisements are presented in a collection of Indonesian advertisements broadcast through the Indonesian television station, SCTV, which were re-uploaded on YouTube by YouTube channel owner Dhani Whayudhi on October 08, 2017, entitled "Examples of Indonesian Television Product Advertisements October 2017"

### **3.14. The Beginning**

The presentation of this Supermi advertisement begins with presenting the package still intact containing the noodles on a table. This stage introduces the object that you want to promote to the audience by presenting a picture of the Supermi package. This is done to psychologically influence the audience to recognize and remember the object.

### 3.15. The Content

After the opening stage, the main part of the advertisement was presented with the presence of a presenter who came from the left to pick up the packet of noodles that was on the table. In an instant. At this stage, what and how Supermi instant noodles can be served is easily highlighted. Of course this aims to add to the psychological effect on the audience to know the procedure.

### 3.16. Closing

After the opening stage, the main part of the advertisement was presented with the presence of a presenter who came from the left to pick up the packet of noodles that was on the table. In an instant. At this stage, what and how Supermi instant noodles can be served is easily highlighted. Of course this aims to add to the psychological effect on the audience to know the procedure.

### 3.17. Conclusion

The object of this advertisement, as explained above, is Supermi instant noodles. The purpose of the advertisement, of course, is to introduce the product as an alternative food to the audience and the public.

### 3.18. Indomie Goreng Advertising (Trans 7)

Furthermore, another instant food in Indonesia is Indomie Goreng. Like the case with Supermi, Indomie Goreng has also emerged as an instant noodle favored by Indonesian people from various walks of life, from children to adults. The Indomie Goreng advertisement examined in this article was obtained from Indonesian television stations, especially Trans 7.

### 3.19. The Beginning

This ad begins by presenting a number of packages containing the words Indomie, Instant Noodles, and Mie Goreng arranged in a cardboard box that also says Indomie Goreng on the outside.

### 3.20. The Content

The content of this advertisement covers what Indomie Goreng is served and how to serve it. So in this section we explain how to serve or make Mie Goreng and how to enjoy what time it is best to enjoy.

### 3.21. Closing

As in other advertisements, the Indomie Goreng advertisement in this analysis is closed by presenting an image of the advertisement object again to confirm the audience's recognition of the object. In this section, we explain the pleasures of eating Indomie which adds to the excitement of the day.

### 3.22. Conclusion

The object of this advertisement, as explained above, is Supermi instant noodles. The purpose of the advertisement, of course, is to introduce the product as an alternative food to the audience and the public.

### 3.23. Malkist Roma Advertising Cokelat (Indosiar)

Food is not only in the form of instant noodles, there are hundreds to thousands of other types of food in the world, and especially in Indonesia. In the previous subsections, sasa and instant noodles were served. In this section, discourse analysis is presented in the text of the Malkist Roma Chocolate advertisement. This Roma Chocolate Malkist advertisement was obtained from the Indosiar television station which was uploaded back to Youtube by the owner of the Youtube channel Iklanesia Hade on February 09, 2017.

### 3.24. The Beginning

This advertisement begins by presenting two children, one girl and the other a boy, sitting in front of a TV screen which is showing a picture of a chocolate package that says Roma Malkist Chocolate.



### 3.25. The Content

In this section it is explained about how the contents of Malkist Roma Chocolate and at the same time how to serve it to enjoy.

### 3.26. Closing

At the end of the ad, there are two pictures of packages that read Roma Malkist Chocolate in different sizes to display the Malkist Roma Chocolate size variant.

### 3.27. Conclusion

This Roma Chocolate Malkist advertisement aims to introduce the biscuit to the audience. Of course the end goal is for the audience to get to know the biscuit and eventually buy it.

### 3.28. Better Advertising (Global TV)

One type of sweet biscuit mixed with chocolate that is already well-known among the people of Indonesia is Better. This bread is also present in thousands of Indonesian TV commercials. Better ads are present on various Indonesian television stations, one of which is on Global TV. GTV or Global TV or Global TV is one of Indonesia's national private television stations that has been present since October 2002.

### 3.29. Beginning

In this section, explain how or how to advertise the product scene, explain the flow of time when advertising.

### 3.30. The Content

The content of this ad is presented in a situation that shows a young man who looks like he was given false hope by a girl who handed a letter right in front of him as if he was addressing it to the young man, in this section describes the story of the concept of advertising, starting from how to present Better and enjoy it.

### **3.31. Closing**

The Better in ad closes by introducing another edition of Better as an object to be promoted to the public.

### **3.32. Conclusion**

The thing to take away from the Better advertising process is that the biscuits are being shown to the public so they can get to know them. Recognizing these biscuits is expected to trigger the attention of the audience or the public to find and buy them.

### **3.33. Micro Structure of Food Product Advertising Discourse on Television**

The microstructure of a discourse refers to the structure of a discourse that can be analyzed by textual methods. This section examines the intrinsic elements that make up a discourse, which includes verbal and non-verbal elements.

### **3.34. Micro Structure of Food Product Advertising Discourse on Television**

Verbal aspects of a communication include linguistic aspects that involve only lingual elements. This can be defined at the semantic and syntactic levels.

### **3.35. Semantic Microstructure**

Semantics is a branch of linguistics that examines the meaning that is communicated through language, both lexical and grammatical meanings. From the relationship between sentences and the relationship between propositions that build a certain meaning in a text construction.

### **3.36. Background**

The news element that can affect the meaning to be displayed is called the Van Dijk (1997)

### 3.37. Sasa" Advertising

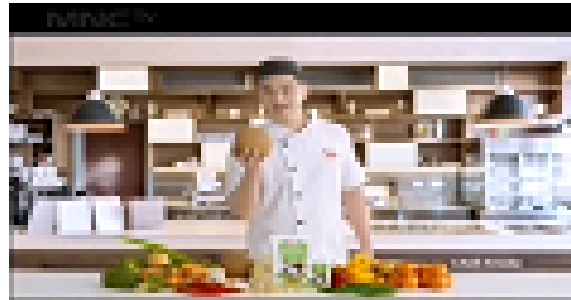


Figure 1

In the second picture, the affirmation of the meaning of the advertiser's verbal communication message is increasingly highlighted by the presence of a woman who plays the role of a chef. . The use of background aspects such as functioning to cause a psychological effect in the audience about the truth of the information conveyed by the advertiser.

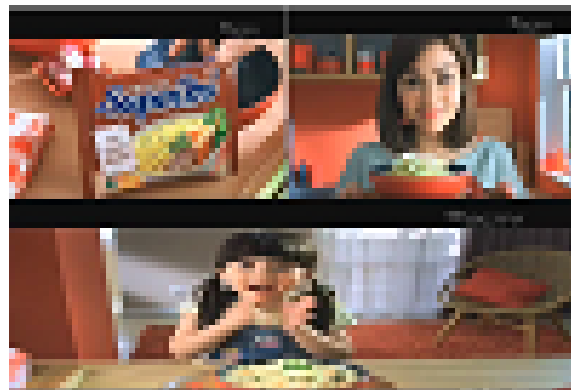


Figure 2

#### ``Supermi" Advertising

The backdrop for the Supermi advertisement, furthermore, was also due to the necessary tools and materials being easily available at home. Therefore, the process of cooking and presenting the results takes place effectively if all the necessary ingredients and tools can be obtained. The choice of setting in the advertising process through television also has a very important role in convincing the audience about the object to be promoted as well as the message conveyed.

#### ``Indomie Goreng" Advertising

Indomie Goreng which is the object of the third advertisement analyzed in this study is presented in a strategic and varied setting. This shows that the instant noodles can be served at home or in the family.

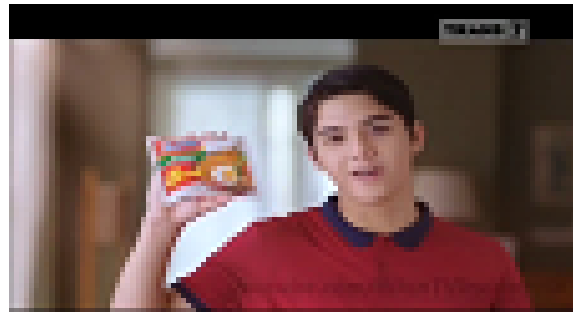


Figure 3

**“Malkist Roma Cokelat” Advertising**

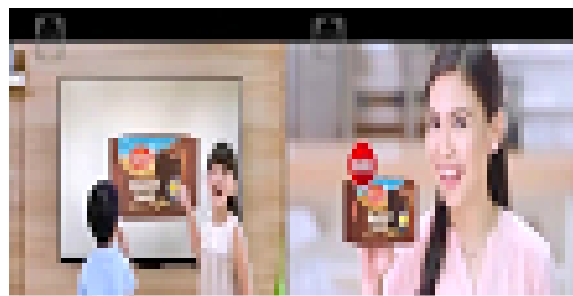


Figure 4

This setting is intended to let the audience know that the biscuits are available in the store and are searchable. Implicitly, the background selection is based on the intention that the audience is interested and takes action to find and buy the biscuits immediately. In addition to introducing a brand or brand of a product, advertising is of course for financial purposes.

**“Better Anti Galau” Advertising**



Figure 5

Better biscuit ad served in a room. In the room there is a bench occupied by two young men and a girl, the selection of the background for this advertisement is based on considerations about the situation that makes young people confused.

### **Detail**

#### **``Sasa" Advertising**

Disclosure of detailed elements in the advertisement is manifested in the delivery of materials and tools needed to produce coconut milk itself bubuk.

#### **``Supermi" Avertising**

Presenting a picture of each new type of packaging is also another detail element. This aims to support the accuracy of the information presented to the audience through evidence.

#### **``Indomie Goreng" Advertising**

As explained in the previous section, the motto of this instant noodle in its advertisement is "Make the Day More Fun", so it is served in various situations. Therefore the pictures showing eating the noodles in different places are presented. It serves to provide detailed information to the viewer.

#### **``Malkist Roma Cokelat" Advertising**

The detailed elements in the "Malkist Roma Chocolate" advertisement are manifested in two ways, namely the presentation of images and the production process.

#### **``Better Anti Galau" Advertising**

The detailed elements in the "Better Anti-Galau" advertisement are realized through the presentation of information about the conditions under which the biscuits can be consumed.

## **4. CONCLUSION**

Overall on the macro structure, all advertisements analyzed in this paper have an ideological meaning to invite the audience or the public to buy the product being advertised. However, every advertisement is found to always involve two forms of communication, namely verbal and non-verbal. In this context, non-verbal forms have a very important role in attracting the attention of the audience through efforts to influence them psychologically. People more easily understand a message that is accompanied by symbols, signs, or pictures. The microstructure of the discourse on food product advertisements on television that has been studied consists of two types, namely the semantic microstructure and the syntactic microstructure. This microstructure is related to the elements in the text builder, which relates to.

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