

Conference Paper

Text Structure in Retentive Stage on Semarang Typical Snack Advertisements

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Abstract.

The purpose of this paper is to describe the type of text and the text structure of snack advertisements that are in the retentive stage. This paper focuses on the text of Semarang's typical snack advertisements on the internet. The data collection method used was the observation method, followed by the note-taking technique. Most of the structures of the advertisements are incomplete, i.e. only "Reiteration", although there is a "Thesis^Reiteration" structure and an "Argumentation^ Reiteration" structure.

Keywords: text structure; retentive stage, advertising text

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1. Introduction

Persuasive communication can be found in advertising language. The persuasive power of advertising language can be reflected in the structure of words, phrases, or clauses in the written or spoken advertising content. Most of the advertising texts use verbal and nonverbal symbols to convey the intent and purpose, but there are some that use certain symbols that symbolize the products that will be marketed and introduced to the wider community. The use of language in advertising, of course, is adjusted to the needs and to achieve the purpose of the advertisement.

If you want to win the competition; making advertisements that are attractive, targeted, and effective in attracting potential customers is a must. An advertisement must be able to present everything that is smart, innovative, and must also be different in a unique sense compared to the others. There are three main stages in the presentation of an advertisement, namely: the pioneering stage, the competitive stage, and the retentive stage (14). An ad text at a certain stage can be categorized in certain genres and types of text and has a certain structure.

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Advertising: A Critical Discourse Analysis of Television Advertisements of Corporate Image of Salt in the Month of Ramadan"; Ariani et al. (1) in the research "Implications in Public Service Advertising"; Asror & Sholehudin (3) in the research "Analysis of the Imaging Language of Political Advertising for the 2015 Tuban Regency Election"; Lestari & Ariyani (9) with their research "The Use of Beverage Product Advertising Language on Television and Its Implications in Learning Writing"; Shofaa & Utami (17) with their research "Revealing the Meanings and Signs in the "Hasrat" Version of A-Mild Cigarette Advertisements: A Semiotic Study"; and Tiani (21) in the research "Judgement as an Appraisal System in Print Media Visual Beauty Advertising"

Observing several studies that have been carried out by previous researchers, researchers still have the opportunity to examine advertising text by focusing on the type of text and the structure of the text. Knowing the structure of the ad text will make it easier for advertisers to compose sentences in the ad text. An ad text is included in one of the presentation stages (pioneering, competitive, or retentive). In addition, it can be identified as belonging to a certain type of genre. Starting from this, the researcher wants to conduct a study entitled "The Structure of Advertising Texts in the Retentive Stage of Semarang Typical Snack Advertisement Texts".

2. Method

The selection of qualitative research types is based on the existence of a problem or issue that must be explored (4). Define qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (13).

The location in this study is the advertisement text for typical Semarang snacks (spring rolls, gandjel rel bread, wingko tripe, moci cake, banana plenet, and leker Paimo) on the internet, especially on the website. The data sources of this research were taken from 25 snack texts which were included in the retentive stage. Sampling in qualitative research uses purposive sampling technique based on research objectives.

The researcher listened, then tapped and recorded the use of advertisements on the internet media of website services, followed by downloading advertisements one by one by considering the variation of the data including the retentive stage of advertising. Researchers utilize source triangulation, namely by providing data from various data sources with consideration in order to obtain data that can be used to achieve research objectives.

Data were analyzed one by one based on content analysis, in this case using the flow of qualitative analysis of (18) which consisted of domain, taxonomy, componential, and cultural themes analysis. Domain analysis to distinguish data from non- data and determine the origin of the data. Taxonomic analysis to classify data based on the theory used. Componential analysis to observe the relationship between categories, namely domain and taxonomy categories to obtain trends or patterns of interaction between domains and taxonomies. Next, analysis of cultural themes to discuss interaction patterns found in componential analysis with up-to-date theories and secondary data to explain these interaction patterns.

3. Result and Discussion

3.1. Presenting the Results

Convey the main stages of the life cycle model called the "Advertising Spiral" on three main stages, namely the pioneering stage, the competitive stage, and the retentive stage (14). In the retentive stage, try to maintain the product name in the public's mind or try to maintain the product name in the public's memory (11, 12). Advertisers create advertisements with the sole purpose of reminding consumers of the existence of the brand. As stated by Russell & Lane (14) that the purpose of retentive advertising is to hold consumers to always remember the products they consume.

According to Martin (10), the micro genre is classified into two types, namely the factual genre and the story genre. It was further explained that there are eight types of factual genres based on their social functions, namely: description, recount, report, procedure, exposition, discussion, exploration, and explanation (10). In the advertisement text, typical Semarang snacks in the retentive stage are included in the type of exposition text. There are two types of exposition text, namely analytical exposition text and hortatory exposition text (6; 5; and 23). Table 1 below is the result of the identification of the structure of analytical exposition texts in Semarang typical snack advertisements in the retentive stage.

The type of analytical exposition text is shown in Table 1. All types of typical Semarang snacks are shown in the table, namely: "lumpia" (data 1 – 7), "ganjel rel" cake (data 8 – 10), "wingko babat" (data 11 and 12), "moci" cake (data 13 – 16), "pisang plenet" (data 17 – 19), and "leker" cake (data 20 – 25). Table 2 below is the findings from the discovery of the structure of the hortatory exposition text on the Semarang typical snack advertisement at the storage stage.

TABLE 1: Analytical Exposition Text Structure Semarang Typical Snack Advertisement Text in Retentive Stage.

Data Number	Advertising Text	Text Structure
1	Nikmatnya lumpia Mbak Lien kuliner Semarang. Fantastic.	Reiteration
2	Tasty! Delicious.	Reiteration
3	Sebuah warisan kuliner khas Semarang.	Reiteration
4	Lunpia Delight authentic Semarang taste.	Reiteration
5	Lunpia Cik Me Me inovasi kuliner khas Semarang.	Reiteration
6	Senyum warganya seguruh lunpia	Reiteration
7	Pusat Oleh-oleh Djoe. "Loenpia Warisan dunia"	Tesis Reiteration
8	Koewih tempo doeloe gandjelrel Dyriana asli Semarang. Ketahanan 1 bulan.	Reiteration Argumentation
9	Legend Bro!	Reiteration
10	Bisa order melalui gofood kue ganjel rel Nyonyah.	Reiteration
11	Bu Darmo Wingko Babat. Citarasa yang sesungguhnya.	Tesis Reiteration
12	Menikmati wingko babad cap Kereta Api Semarang.	Reiteration
13	Moaci Gemini Semarang sudah bisa dibeli lewat Tokopedia.	Reiteration
14	Spread kindness Moaci Gemini.	Reiteration
15	Moaci Gemini Semarang rasa original wijen. Best Seller.	Tesis Reiteration
16	Moci Kampoeng Semarang. Asli kacangnya dan berkualitas.	Tesis Reiteration
17	Pisang plenet. Manis dan legitnya kuliner legendaris Semarang.	Tesis Reiteration
18	Pisang plenet legendaris di Semarang sejak tahun 1970.	Reiteration
19	Jajanan unik khas Semarang super yummy	Reiteration
20	Lekker Paimo jajanan legendaris, tapi hanya ada di kota Semarang.	Reiteration
21	Jajanan khas Semarang. Lekker terenak!!!	Tesis Reiteration
22	Delicious So good. Leker "Paimo"	Reiteration Tesis
23	Street food leker legend Semarang leker Paimo.	Reiteration
24	Mencicipi leker Paimo Semarang.	Reiteration
25	Leker Paimo topping terbrutal... Ludes ribuan.	Argumentasi Reiteration

TABLE 2: Hortatory Exposition Text Structure Semarang Typical Snack Advertisement Text in Retentive Stage.

Data Number	Advertising Text	Text Structure
1	Nikmatnya lumpia ada di sini.	Tesis
	Kings special gift from Semarang.	Reiteration
2	Lumpia Cik Meme kuliner khas kota Semarang yang wajib dicoba.	Reiteration
3	Ciptakan waktu kumpul keluarga yang berkualitas bersama kueh moaci Gemini.	Reiteration
	Do you best everyday.	Reiteration
4	The result will follow!!	
	Kueh Moaci Djoe.	Tesis
5	Cobain pisang plenet Pak Yuli Semarang	Reiteration

The five texts in Table 2 show the types of hortatory exposition text. In contrast to analytical exposition text, this type of hortatory exposition text only found “lumpia” (data 1 and 2), “moci” cake (data 3 and 4), and “pisang plenet” (data 5).

3.2. Create a Discussion

All texts in the retentive stage in Table 1 include analytical exposition texts. The social function of analytical exposition texts is to convince readers or listeners by expressing opinions and arguing that something that happened is true (6; 5; and 23). Twenty-five texts are categorized as analytical exposition texts on the grounds that advertisers convey to potential consumers that the snacks (“lumpia”, “ganjel rel” cake, “wingko babat”, “moci” cake, “pisang plenet”, and “leker” cake) advertised have taste and quality as expected presented in each text.

The texts in Table 1 have previously gone through the pilot stage and the competitive stage; so that in this retentive stage, advertisers only remind potential consumers about the existence of these snack culinary products. It is only natural that the text used is short or short with incomplete structure. The structure of the analytical exposition text is built on three units, namely “Thesis^Argumentation^ Reiteration” (6; 5; & 23).

Most of them (there are 16 data) only have a “reiteration” structure, namely data 1, 2, 3, 4, 5, 6, 9, 10, 12, 13, 14, 18, 19, 20, 23, and 24. There are seven data that have a “Thesis^Reiteration” structure, which can be seen in data 7, 11, 15, 16, 17, 21, and 22. Which shows the structure of “Argumentation^Reiteration”, only two data, namely data 8 and 25. Structure “Reiteration” becomes important in each of these texts because it

is the closing of the text as a thesis repetition that can be used to maintain the product name in the public's memory (see each data in Table 1).

The five texts in Table 2 belong to the category of hortatory exposition text. The social function of the hortatory exposition text is to express opinions by arguing that something proposed must be done (6; 5; and 23). The five texts in Table 2 contain markers to do something as an identity for the type of hortatory exposition text, namely ..."ada di sini" ...is here (data 26), ... "yang wajib dicoba"...which must be tried (data 27), "ciptakan"... create...(data 28), "do you best"... (data 29), and "cobain"...try...(data 30).

The structure of the hortatory exposition text consists of "Thesis^Argumentation^Recommendations" (6 & 5); while according to (23) the structure of the hortatory exposition text is "Thesis Statement^ Argumentation^ Reiteration". Two (data 26 and 29) texts are built on the "Thesis^Reiteration" structure, while three (data 27, 28, and 30) texts are built on the "Reiteration" structure.

As seen in the type of analytical exposition text, the hortatory exposition text is also built on simple or short sentences. The five texts have a "reiteration" structure, which advertisers use to reaffirm what has been conveyed in the thesis structure with the aim of reminding potential consumers to recall the snack products of "lumpia", "moci" cake, and "pisang planet". Thus, the discussion of the types and structures of Semarang typical snack advertisement texts in the retentive stage

4. Conclusion

We need to remember again that the ad text in the retentive stage has experienced or has passed the pioneering stage and the competitive stage. The text in the retentive stage is a short or short ad text, so that it uses words or sentences as effectively as possible. The typical Semarang snack advertisement text in the retentive stage includes the type of analytical exposition text and hortatory exposition text.

As an analytical exposition text, the snack advertisement text contained in this retentive stage has a social function to convince potential buyers by expressing opinions and arguing that something that happened is true. The ad text that belongs to this type comes from various snack texts, namely "lumpia", "ganjel rel" cake, "wingko babat", "moci" cake, "pisang planet", and "leker" cake. There are two types of structures found in the analytical exposition text, namely: "Thesis^Reiteration" and "Reiteration".

Hortatory exposition texts have a social function to express opinions by arguing that something proposed should be done. The data found came from snacks such as

“lumpia”, “moci” cake, and “pisang planet”. The visible structures are “Thesis\Reiteration” and “Reiteration”.

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