

# CHAPTER I

## INTRODUCTION

### A. Background of Study

As language is regarded as a tool for communicating ideas and information, the meaning of words and language are deeply rooted in their application within particular social settings (Nefedov & Chernyavskaya, 2021). Therefore, how social context, in which language is used influenced by, creates language variation that makes the language use differ across different social, regional, and historical contexts. The differences can be seen in a wide range of linguistic features, including pronunciation, grammar, vocabulary, and pragmatics, as well as differences in the way that language is used in different social groups and communities. Furthermore, social context refers to the social and cultural factors that influence the way language is used, including factors such as the speaker's audience, the purpose of the communication, and the setting in which the communication takes place.

Language variation that is caused by the diversity of individuals is also discussed in the Koran, which is the primary source of Islamic knowledge. Al Hujurat verse 13 states:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۗ إِنَّ أَكْرَمَكُمْ  
عِنْدَ اللَّهِ أَتْقَىٰكُمْ ۗ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

The verse talks about how God created humans from a male (Adam) and a female (Eve) and made them into nations, tribes, and different skin colors not to ridicule each other, but to know and help each other. These variations then result in different characteristics of each individual based on their culture which then also create variation in the language they use.

There are several types of language variation, one of them is language style. Language style refers to the particular way that language is used by an individual or group in a given context. It encompasses a wide range of linguistic features, including pronunciation, grammar, vocabulary, and pragmatics, as well as the use of tone, pitch, and other nonverbal cues. Language style and language variation are closely related, as language style reflects the influence of social context on language use, while language variation reflects the differences in language style across different social contexts. The relationship between language style and language variation is complex and bidirectional, as language style both reflects and influences language variation.

Study of language style has been conducted in various contexts such as spoken and written context like speech (Susatyo & Wardhono, 2019), movies (Dewi et al., 2020), social media (Purba et al., 2021), academic presentations (Dwitamayanti et al., 2021), radio (Umaroh & Innezaputri, 2022), also advertisements that have not received as much attention as others (Caesary et al., 2022).

Studies on language style in advertising are based on the fact that language has become one of the most significant characteristics of advertising and has a

positive impact on the effectiveness of advertisements in achieving their intended objectives (Whenjong & Jingyi, 2013; Triyuni et al., 2018). Thus, as effective advertisement is needed, and language is one of the most important aspects in order to reach the goal, serious attention to the language that is used in advertisement is very needed.

Previous studies about language style in advertisements resulted in various insights about the language style that is used in advertisements, such as from Ginting et al., (2020) that studied about what the researcher named in this study is the technique in delivering messages in advertising by using Wells' theory (1995) and from Pangaribuan et al., (2020) that studied about what the researcher named in this study is the form in delivering messages in advertising by using Martin Joo's theory (2010) while others still lack of studies studying about the linguistic features of the language style in advertisement.

Studies in digital advertisement for studying language style also then became attention as the growth of technology resulted in shifting traditional advertising to digital advertising to achieve bigger outcomes from advertising. Digital advertisement is advertisement that delivers promotional content to users via various online and digital channels, including social media, email, search engines, mobile applications, affiliate programs, and websites.

Thus, based on the backgrounds above, the researcher is interested in investigating the language style in digital advertisement with the title "An Analysis of Language Style in Digital Advertisement"

## **B. Research Questions**

Based on the title “An Analysis of Language Style in Digital Advertisement” the following sentences below are the research questions of the study:

1. What types of language styles are used in digital advertisements especially in social media Instagram advertisements?
2. What types of meaning are contained in language styles in digital advertisements especially in social media Instagram advertisements?

## **C. Objectives of Study**

Based on the research questions above the following sentences below are the research objectives of the study:

1. To identify the types of language style used in digital advertisements especially in social media Instagram advertisements.
2. To identify the types of meanings that are contained in language style used in digital advertisements especially in social media Instagram advertisements.

## **D. Significances of Study**

1. Theoretical Significance

Theoretically, the result of the study contributed to theories of language style and persuasive communication in advertising discourse. Analyzing language

style in digital advertisements allows for a deeper understanding of how advertisers use language to achieve persuasive and rhetorical effects, such as creating emotional appeals, establishing credibility, or using humor and irony.

## 2. Practical Significance

Practically, the result of the study contributed toward assisting a great number of individuals in enhancing the manner in which they communicate so that they can make use of a linguistic style similar to that which is employed in advertising.

## **E. Definition of Key Terms**

### 1. Language Style

Style is well known as a variety of language, the way individuals speak according to the context.

### 2. Digital Advertisement

Digital advertising is a marketing strategy that uses online platforms, such as social media, search engines, websites, and mobile apps, to promote a brand, product, or service.