

DISCOURSE IN SOCIAL CHANGE TOWARD THE PRODUCT OF ADVERTISING AND CONSUMERISM

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ABSTRAK

Iklan penjualan produk adalah satu unit bahasa, kekuatan, dan ideologi yang timbul di masyarakat. Kosmetik sebagai salah satu produk berhubungan dengan perempuan sebagai sasaran utamanya yaitu perempuan kelas atas. Namun, tidak dipungkiri jika kelas ekonomi menengah juga sebagai sasaran selama secara ekonomi bisa dijangkau. Pada penelitian ini, untuk mengungkapkan maksud teks iklan dan yang diinginkan pembaca agar percaya atau bahkan melakukan hal terhadap iklan suatu product kosmetik memiliki tujuan untuk mencapai sasaran pasar. Konsumerisme berkembang seiring dengan ekonomi, teknologi, dan kondisi budaya yang banyak berkembang di masyarakat saat ini. Dalam hal ini, bagaimana suatu iklan membangun komunitas konsumsi secara tidak langsung dapat dilihat dengan memahami beberapa kode sebagai strategi komunikasi persuasif

Kata kunci: *Periklanan, konsumerisme, diskursus, Analisis Diskursus Kritis*

ABSTRACT

An advertising of product sale is one of the alliances of language, power, and ideology that emerge in society. Cosmetic is as a product that deals with women with a point target the high class women. But it is not denied that the middle class also become a target as long as it can be captured with economy foundation. In the study, to reveal what an advertisement text has in mind and what it wants the readers to believe or even act by advertising a product of cosmetics has the aims is to get a target of market. Consumerism grows out of set of economic, technological, and cultural condition that mostly develops in society today. In this case, how advertising construct consumption communities indirectly can be looking by knowing some codes as a strategy on persuasive communication.

Keywords: *Advertising, Consumerism, Discourse, Critical Discourse Analysis*

Introduction

Discourse Analysis (DA) works how content in discourse can be oriented to explain the function of linguistics through the way it is presented. Stubb (1983:1) refers DA to "linguistic analysis of naturally occurring connected spoken or written discourse". On the other hand, a more general definition is stated as "the analysis of language in use" by Brown and Yule (1980:1). Thus, to do a discourse analysis, one must work also in linguistic –covering sentence and utterance structure- and the use or the function language applied to spoken or written discourse as well. Theoretically, discourse provides individuals or even group or parties to convey messages, persuade, reveal truth, disclaim, or propagandized referred to other parties, society, government, or mass, prominently. Thus, Discourse Analysis (DA) can be Critical Discourse Analysis (CDA) if the content in a

discourse is oriented and subjected to certain ideologies. CDA in this case focuses on how social relations, identity, knowledge, and power are constructed through written and spoken texts in communities, schools and the political arena (Luke, 1997 in McGregor).

Discourse analysis itself can be applied to any text, problem or situation, whether it is about environment, politics, social, and economics. It is, actually, necessarily to be criticized to find the hidden meaning beyond the text. Being critical in a discourse may also be beneficial to identify the needs the discourse demand to avoid misunderstanding in society.

Background of the study

Language must have ideology in human being's life. What in human's mind is ideology that human has which has particular relations with power. It means that ideology is

closed with power as a linkage of nature conventions in a social relation. Every people must have different ideology. They of course use their each power to behave toward language to get self-confession in society.

Pragmatics is a study about a speaker's mind that is interpreted by language. That is it is ideology that must have a power behind it. Hence, the relationship of language, ideology, and power, is cannot be separated consider that language is a form of social behavior with surely a 'common-sense' assumption contains a concept of ideology. Fairclough (1989:3) says that ideology is pervasively present in language. It means that the ideological nature of language should be one of the major themes of modern social science. How important is ideology in human's life. To make everyone believe in our mind, humans must have a power to assure their language in particular in modern society today. He (ibid,4) assures that ideology focuses on helping people to see the extent to which their language does rest upon common-sense assumptions then can be ideologically shaped by relations of power.

The alliance of language, power, and ideology will be critical since it is used in the special sense of aiming to show up connections which may be hidden from people (ibid, 5). An advertising of product sale is one of the alliances of language, power, and ideology that emerge in society. Cosmetic is a product that deals with women with a point target the high class women. But it is not denied that the middle class also become a target as long as it can be captured with economy foundation.

In the study, to reveal what an advertisement text has in mind and what it wants the readers to believe or even act by advertising a product of cosmetics has the aims is to get a target of market.

Definition of Discourse

All what we have in the world can not be released from discourse. It is related to language, communication, interaction, culture etc as the concepts of discourse. Therefore, discourse has complex phenomena in our life. The discipline of "discourse" is called "discourse studies" or "discourse analysis".

Van Dijk (1997:1) says about discourse that it refers to a form of language use like in public speeches or more generally to spoken language or ways of speaking, for instance 'the discourse of former President

Ronald Reagan.' From the explanation about discourse, it can be captured that discourse is related to verbal interaction between speaker and hearer.

There are some essential components in concept of discourse: *who* uses language, *how*, *why*, and *when* (ibid, 2). It means that when people use discourse they must know a situation of the context where they exist so that what they expect in communication will be run as they expect to deliver information in appropriate situation.

While, Jay (2003:270) refers discourse to a sequence of written sentences or spoken utterances that attempts to achieve some goal. What can be said about discourse is manifestation of utterance through text either spoken or written to achieve some inference or goal of meaning of words. Conversation also constitutes a discourse.

Society and Discourse

We live in a society by consumerism. Whether the advertisements are for a particular product or for a particular service, their ultimate goal is to promote product and persuade people to buy or to consume. This motive is explicit in advertisements for specific products but in areas where a particular product is not being advertised, the persuasion to consume is sometimes concealed within the discourse itself. Advertising sometimes does not mean that persuade consumer explicitly but it gives a text that contains an excellence of the product itself.

Gee (1999:11) states, "Language has a magical property." What people speak and write has a property or a purpose about a goal that they want to get to reader or listener to follow. Advertising in a text has a target to people to follow them to buy or consume a product. Jurgen Habermas (in Fairclough, 1989:197) analyzed about contemporary capitalism that has been characterized by a degree of colonization of people's lives by 'systems', that is money and power.

The form of colonization constitutes a societal order of discourse. It is a particular structuring of constituent institutional orders of discourse that may be is deconstructed in the course of social struggle (ibid, 198). It will create the dominant group of people in the bloc of society. Therefore, there is a change happened in a salient relationships between discourse types within the societal order of discourse. Discourse type of consumerism is mostly the discourse of advertising. The order

of discourse is a kind of strategy, called a strategic discourse. It is oriented to instrumental goals, to getting result (op.cit). It means that how the strategic can reach people's understanding and people's desire to buy a product.

Advertising and Consumerism

Advertising is a discourse which has always openly recognized as an effect in the real world, and clearly sought to change attitudes in order to force action, that is purchases. Advertising was born as a true or informative, referential discourse that gave notice of the existence of a product.

Fairclough (1989:199) states about consumerism:

'...is a property of modern capitalism which involves a shift in ideological focus from economic production to economic consumption, and an unprecedented level of impingement by the economy of people's lives.'

Consumerism grows out of set of economic, technological, and cultural condition that mostly develops in society today. There are unlimited quantities product is society. The technology or other media as a culture institution has absorbed a high proportion of the population that make consumerism has really taken off.

Baudrillard (1970) has criticized consumerism because the basic election of consumers was to accept the style of life of a given society. Until this moment advertisements have addressed their messages to computable categories, namely, age, sex, economic level, etc, or in more sophisticated way to what is called the life style.

Concerning on advertising, readers might like to work out how many advertisements they see or hear each day, on TV, radio, in newspapers and magazines, in shops and shopping centre, and so forth. In this case, how advertising construct consumption communities indirectly can be looking by knowing some codes as a strategy on persuasive communication. That means through ideology, advertising can construct consumption communities.

There are three concerns on advertisement work ideologically (Fairclough, 1989:202-3), namely:

1. Building relations.

It embodies an ideological representation of the relationship between the producer/advertiser of the product

being advertised and the audience, which facilitates the main ideological 'work'. The advertiser, obviously as the producer, and the audience is interpreter. Advertisements have properties they have in their product through mass media. Both advertiser and consumer need to be personalized. As evidenced in the product of cosmetics, advertising discourse address consumers indirectly by using imperative sentences, for instance, *order now*.

2. Building images

Advertisement draws upon ideological images through the product being advertised. Many expressions can use through text that draw moderns style, especially in product of cosmetics, for instance

"Those in the know are turning back the clock with this non surgical alternative to cosmetic surgery to achieve a tighter, more youthful look, without the kind of bashing and bruising associated with facelift".

Advertising is helping people to legitimize contemporary capitalism by leading them to acknowledge and pursue the life style.

3. Building the consumer

Advertisement, using the 'images' helped by audiences to generate for products as vehicles, construct subject positions for consumers as members of consumption communities. In short, it is the major ideological work of advertising. In other words, the major ideological work of advertising was constructing subject positions for consumers as members of consumption communities with the image that members of audience generate for products as vehicles.

Advertising has made people into consumers. Instead, it has brought about a change in the way people are, in the sense that it has provided the most coherent and the persistent models for consumer needs, values, tastes and behavior. Then, it becomes a life style applied by consumers to specific consumption communities.

Discourse and Power

Fairclough (1989:43) divides two major aspects of the power/language relationship, namely, power in discourse and power behind discourse. Power in discourse is concerned with discourse as a place where

relations of power are actually exercised and enacted. Power resources, however, holds an important role that happens in discourse especially in advertisement text which are three types that can be distinguished, namely, contents, relations, and subjects (ibid, 46).

From the three types of power in advertisement, contents has a dominant point in this case as a source about what is said or done by a text. Then continuous to relation toward people how they react with a discourse. The language in advertising can be direct or indirect speech act. Finally, Subject is people itself as the target of advertising.

Mass media discourse, for instance, in television, radio, even in newspaper is interesting because the nature of the power relations enacted in it is often not clear, and there are reasons for seeing it as involving hidden relations of power (Fairclough, 1989:49). The nature of power appears even in a text or a symbol of advertisement produced by producers.

The Power of Branding

Product and brand is unseparable. Most companies with well-recognized brands often find themselves in a position of influence. With their brand, they can influence consumer to live and breathe by the brand; they can influence the consumer trust it for answers; they can influence the consumer to follow it and adopt the lifestyle promoted by the brand. Companies should focus on power branding. Their brand needs to connect with the consumer from either specific level, or a combination of several levels. Such levels appeal to the human senses, which are: Visual (creating a symbol, or package that represents the company), Emotional (create a product that evokes an emotional response from consumers), logic (create a brand that consumers will choose because it makes sense to incorporate that product into their lives) (WWW).

With a recognized brand, one that has a good reputation as well trusted by consumers, companies are able to value their products at a price higher than, or on part with, their competitors. An example of power branding is illustrated by companies like Oriflame. Oriflame is a well-recognized global cosmetic chain. It serves people from different countries (imagine how many different languages its catalogue is written in). Oriflame will come right out of people's mouth. Their product image and color is a trademark of their

company. And that is the goal of power branding –people will always associate a particular object to a particular brand or company. Even if other companies offer that same product, those companies cannot compete with the power of brand.

Lifestyle of brand has also an affect to its product. Let's see Oriflame always its style with natural background. Every time a person sees a brand's name they associate a lifestyle of their products, and if the individual aspires to a model uses the product and for the kind of lifestyle the brand promotes, then they are likely to purchase the product time and again. Companies who encourage feedback from consumers, tend to gain the customer's trust in the end. As a result, those same customers will keep coming back to the brand.

Discourse Semiotics

'Discourse is a mode of action, one form in which people may act upon the world and especially upon each other, as well as mode of representation'(Fairclough, 1993:6). Advertising has a role in persuasion. By using visual grammatical frameworks, these are specifically useful in analyzing images used because they give insight and make explicit the motives behind all aspects of the images:

Images are produced in the context of real social institutions, in order to play a very real role **in** social life in order to do certain things to or for their readers, and in order to communicate attitudes toward aspects of social life and towards people who participate in them, whether authors and readers are consciously aware of them or not.' (Kress, G, and Van Leeuwen T, 2006:115).

In this study, 'image act and gaze' can be considered as a sign in a semiotic.

Pragmatics approaches to Discourse Analysis

Pragmatics is one of approach to discourse that deals with three concepts of meaning, context, and communication. Pragmatics is a study of speaker's mind related to context contains a meaning. By communication, pragmatics can be analyzed through meaning in context.

Relating to advertising, pragmatics is defined by Morris (in Schiffrin, 1994:191) as a branch of semiotics. It is the study of signs. Morris (ibid) views semiosis as a sign vehicle that acts as a sign; a designatum is that to which the seign refers; an interpretant is the effect in virtue of which the sign vehicle is a