

The Integration of Some Product Advertisements to Prevent the Transmission of Corona Virus: A Study from Linguistic Landscape Approach

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Abstracts: Until nowadays, it seems that corona virus has a wide impact toward the human life not only in Indonesia but also across the globe. It does not only embody into a nightmare to the health but it also brings about negative effect to the human life toward social, cultural, economic, religious, and political aspects. So massive and systemic are the corona virus impact to the life of the man-kind, so numerous preventive efforts are launched by various parties. One of the interesting things to pay attention to at the moment is the integrating of some product advertisements to the attempt of preventing the transmission of the corona virus. In respect to that, this brief paper is one of the efforts to discuss the unique advertisement integration of several products to the attempt of preventing the virus corona infection. Such advertisements even previously are not related to the virus corona. This study is observed from the linguistic landscape viewpoint. The data of for this study is taken from the one televised on e-media, and social media. The result of the study showed that the product advertisement is related to the body improvement immunity, environmental cleanliness, and the corona virus preventive infection. The language modification is one thing done by the advertisers in order to integrate a number product advertisements into the attempt of preventing the corona virus infection.

Keywords: Linguistic Landscape, Product Advertisement, Corona Virus.

INTRODUCTION

The corona virus changes the face of world. It is appropriate if WHO confirmed the corona virus as the pandemic. Since WHO confirmed it as pandemic, corona virus brings about the new norm within the human life on earth. The phase is called *New Normal* (life). The other term refers to is *Adaptasi Kebiasaan Baru (AKB)*. The interaction baselines change. Things used to be done fall into unusual things to do. The efforts to prevent corona virus is massively done either institutionally or individually. Even the slogan used also appears in its particular characteristic. They are massively launched and the other parts of them are delivered persuasively and some other are even told harshly and straightforward that Veronica, et al (2020:354) called them out of modesty and politeness. Linguistically, the terms such as *lock down*, *social distancing*, and *herd immunity* in English and *Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM)*, *Penjarakan Sosial*, *Memakai Masker*, *Mencuci Tangan* dan *Meningkatkan Imunitas Tubuh* in Indonesian become popular and frequently used in various forms of communication.

The advertisers see the hiatus through the improvement of physical immunity, environmental cleanliness, wearing mask, washing hands, and the other efforts relevant to the products they own to integrate the product advertisement they designed under the attempt of preventing the corona virus transmission. In order to integrate the product advertisement they designed to fulfill the preventive attempt. Therefore, this study is one of the attempts to analyze how to integrate a number of product advertisements the efforts of preventing the corona virus transmission. This study is expected to offer the picture of linguistic landscape over the advertisement integration of the numerous products into the attempt of corona virus infection.

METHOD

The data is collected from e-media such as TV and social media in which the advertisement about the attempt to prevent the transmission of the corona virus is often presented to fulfill this discussion. The collection of data is conducted using photo taking technique and TV screen shoot and social media. The data

analysis is done under comparative method. The same product advertisements that is not related to corona virus taking place before the outbreak then compared to the advertisement presented at the moment on both social and e-media focused upon the prevention attempt of the corona virus transmission.

FINDINGS AND DISCUSSIONS

Dealing with the language use in the advertisement, Pratiwi (2016:15) said that the language plays two roles in an advertisement those are as a tool to describe the product and as a means to imagine a product. To observe and to look closely to the opinion mentioned above, we might say that the imagination of a product is urgent to do. Without doing so, a product won't sell briskly. The imagining of a product through a language is dynamic. A product may increase in its image from time to time for the language used is absolutely figurative, contextual and, it makes use of the strategic moments at the time the product is advertised. Apart from the imagination through a language, the use of *public figure* is also one of the factors being able to promote and demote the imagination of a product. Shifa Nerhaliza wrote on IDX Channel.com June 16.2021 up loaded at 08:42 o'clock WIB said that the Coca-Cola share crumbled due to Christian Ronaldo pushed the soda bottle away at Euro 2020's at the meet a press. Through his note to IDX Channel.com, Ramdani Bur (16/06/2021) took a note that Coca-Cola suffered from loss up to Rp. 57 billion.

How a product or goods follows a *trend* or a marketing situation in order to keep sustaining and promoting its image through the use of a language and we may see the use of a language in the advertisement of Madu TJ. By retracing the ultrasakti.com, Madu TJ, it was already registered at the POM Agency, was already certified halal by MUI and it already passed the test of Standar Nasional Indonesia (SNI). Besides, Madu TJ also obtained TOP Brand Award. The Madu TJ advertisement appeared in many versions such as Madu TJ Advertisement of fasting month version and Madu TJ of corona version. The following are the Madu TJ advertisement of fasting month version.

Iklan Madu TJ versi bulan puasa.



Figure 1

In the advertisement above, advertisement looked having a morning sport by making a slow running. Then, she came across a number of people also making the same activity. They were saying hallo to one another saying *Madu TJ* and *Panas Dalam*. Then, she said the words *Madu Tj bisa*. (The TJ Honey can.). Moreover, she described Madu TJ by saying "Madu TJ Halal" and "Madu TJ Mengucapkan Selamat Berpuasa" (Happy Fasting). The elaboration of TJ abbreviation was not yet found in the advertisement. On the right corner below there is written Tresno Joyo the full form of TJ. The Top Brand Logo and The Logo of halal certificate are sealed in the advertisement, too. On the advertisement background, it shows the map of NKRI (Unitary State of

RI) and semiotically might be interpreted how wide the Madu TJ networking is covering across territory of NKRI.

From the *linguistic landscape* approach, the combination of both *linguistic forms* and *pictures/nonlinguistic forms* as presented in the advertisement above constitute a language span design in the advertisement domain by presenting the image positive product to influence the marketing. Landry and Bourhis (1997:25) stated that language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration. From the understanding of the linguistic landscape, we could say that the languages used in various places with numerous designs and styles constitute a particular span of particular characteristic. Of course, the same thing applies to the language of advertisement. The language of advertisement has its own linguistic landscape.

Furthermore, as it develops, Madu TJ advertisement changes its format into Madu TJ advertisement of corona version. The advertisement appears as follows.

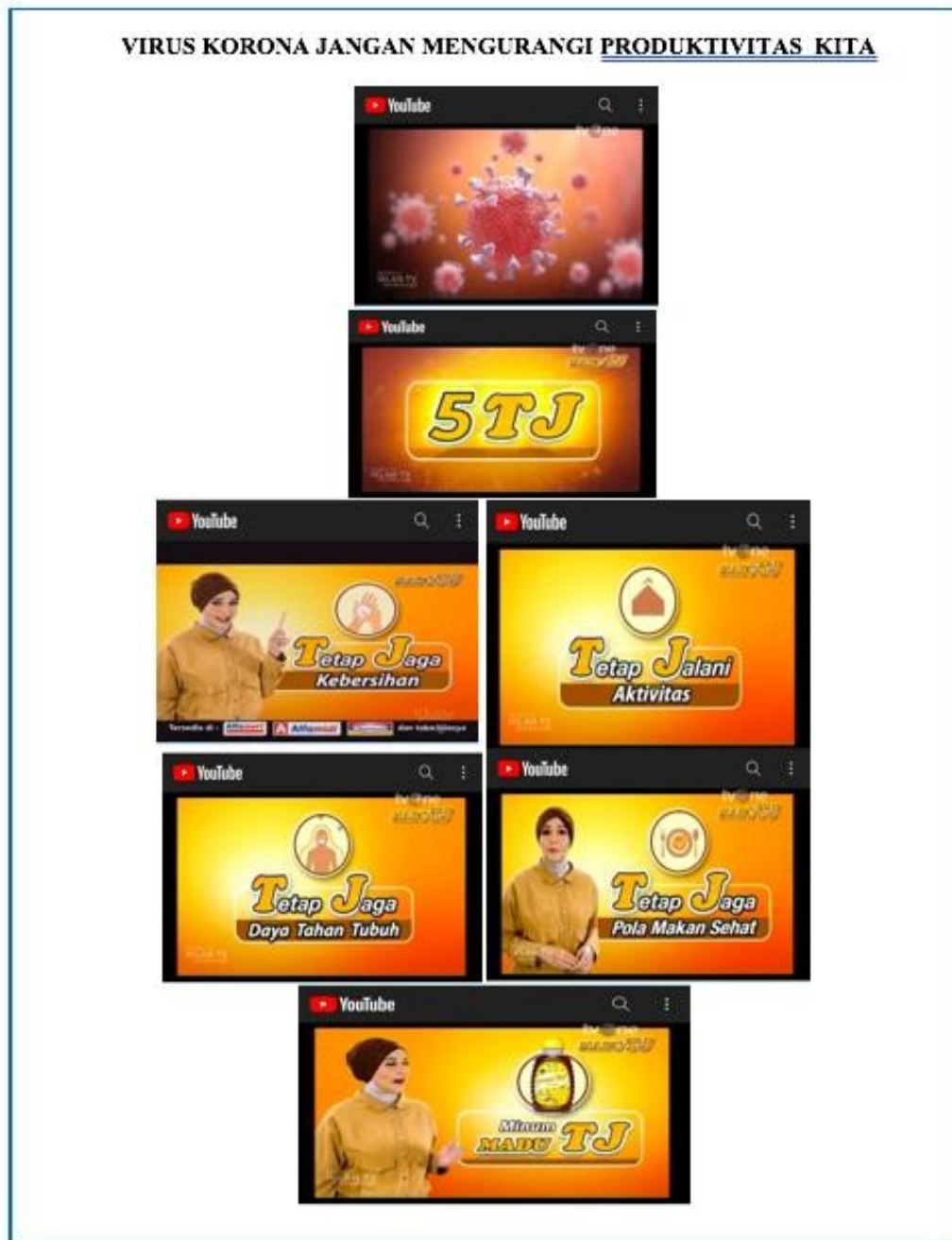


Figure 2
Source: Youtube, 2021

The construction of the advertisement above is begun with an opening statement by the role model in the advertisement by saying “Virus corona jangan mengurangi produktivitas kita” (Never let Corona virus lessen our activity) (at the same time, the image of corona virus visualized on the screen), then it is followed with an instruction “Lakukan 5TJ” (Do 5TJ) by reciting one after the other (1) Tetap Jaga kebersihan ‘keep maintaining cleanliness’; (2) Tetap jalani aktivitas di rumah; ‘keep doing activity at home’ (3) Tetap Jaga daya tahan tubuh; ‘keep maintain physical immunity’ (4) Tetap Jaga pola makan sehat; ‘keep maintaining healthful meal’ (5) dan bila perlu minum Madu TJ. ‘and whennecessary drink Madu TJ’

Linguistically, the advertisement of Madu TJ is integrated to the attempt of prevention of corona virus transmission through a language modification. The form of language modification done in the effort of promoting the image of the honey product might be illustrated as written in the box.

TJ				
Versi Awal/Preliminary Version		Versi Virus Corona/Corona Virus Version		
TJ	Tresno Joyo	TJ	Tetap Jaga	Kebersihan
			Tetap Jalani	Aktivitas di Rumah
			Tetap Jaga	Daya Tahan Tubuh
			Tetap Jaga	Pola Makan Sehat
Bila perlu minum Madu TJ (Tresno Joyo)/When necessary, drink Madu TJ See the translation above.				

Such modifications do have opportunity to take place to the language of man-kind and are dynamic in nature. Besides, semantically, the human language, too, tends to carry polysemous and homonymous forms (Leech, 1981). Both homonymy and polysemy are the entrance to see the dynamism human language in view of *multiple senses of the same phonological words (polysemy)* and *unrelated senses of the same phonological words* (Saeed, 2003:64).

The advertisement above is uttered in firm and direct language without *hedges*. It seems that the advertising could read the socio-psychological situation resulting from the corona virus. Therefore, the languages directed to the prevention of the corona virus transmission explicitly and overtly. Nonetheless, in the last part, the advertisement ends in a persuasive language, embedding the lingual form *Bila perlu* ‘when necessary in an imperative sentence, *minum Madu TJ* ‘drink Madu TJ’ so that the utterance used as the closing of the advertisement is *Bila perlu minum Madu TJ*. ‘when necessary, drink Madu TJ.’ The lingual form of *Bila perlu* ‘when necessary’ plays a role as *hedges*. The term *Hedges* is the use of lingual form to lessen the face threatening act of the interlocutor (Brown, P and Steven Levinson, 1988:177). In this context, *Bila perlu* ‘when necessary’ is used to reduce and might avoid a compulsion to the consumers of Madu TJ becoming the advertisement target.

Bowdery (2008:90-91) stated that the advertisement appearance both from the choice viewpoint and design of the lingual form, non-lingual form, and other visual elements preferably are included into kriteria AIDA criteria namely (1) *grab Attention*; (2) *Impart Information*; (3) *promote Desire*; and (4) *prompt Action*. In the other words, the advertisement of a product must be able to attract the consumer’s attention, to serve the relevant information, to persuade the consumer, and to instigate them to buy or to have it. A measured use of a language plays an important role in designing an advertisement meeting the AIDA criteria above. There must be a touching point of wish and want of the advertiser and consumer. If there is no touching point, the advertisement will bring about nothing to both parties.

The other thing that must be put into account in surmounting the corona virus transmission is the cleanliness. The 3MM slogan (*Mencuci Tangan* ‘washing hands’, *Memakai Masker* ‘wearing mask’, and *Menjaga Jarak* ‘keeping distance’) with its various modifications seems to be the entrance to advertise the relevant products. Besides, spraying disinfectant to the concrete, house wall and the other objects probably man touchable becomes an inspiration, too, for the producer yielding relevant products to kill the bacteria. The following is one of the examples of the advertisement.

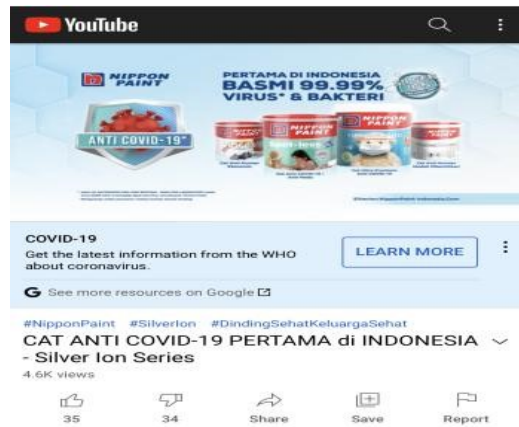


Figure 3
Source: Youtube, 2021

The advertisement above is the one of NIPPON PAINT's. The advertiser wants to tell the consumer that the paint mark of NIPPON PAINT can kill corona virus. The language used with capital letter design, PERTAMA DI INDONESIA, BASMI 99,99% VIRUS DAN BAKTERI 'First in Indonesia, obliterating 99.99 virus and bacteria' is hyperbolic in efficacious rate of the paint to eradicate virus up to 99,99% based upon the laboratorial test. The percentage is absolutely high. From the view-point of the linguistic landscape and semiotic study, the use and the marker position will make the meaning vague. As related to both *language and space*, the placement of ANTI COVID-19 in the image of the corona virus carries the semiotic sense that "siapa saja/kita" 'anybody/we who see the image is/are anti covid-19. Whenever the writing of ANTI COVID-19 is stucked to the paint tin, one of the possible meanings are the paint whose mark is NIPPON PAINT anti covid-19 or it is efficacious to kill the corona virus. It seems that the public response to the advertisement above, there are 35 thumbs up and 34 thumb down.

During this pandemic time, there are plenty of products advertised related to the prevention of the corona virus. Indah Handayani on April 9.2020 at 15:46 o'clock WIT wrote in Beritasatu.com and quoted the statement of VP Corporate Communication Tokopedia stating that during March 2020 there are three products mostly wanted by the consumer they are health products, home appliance, food and beverage. The following is one of beverages advertisement.

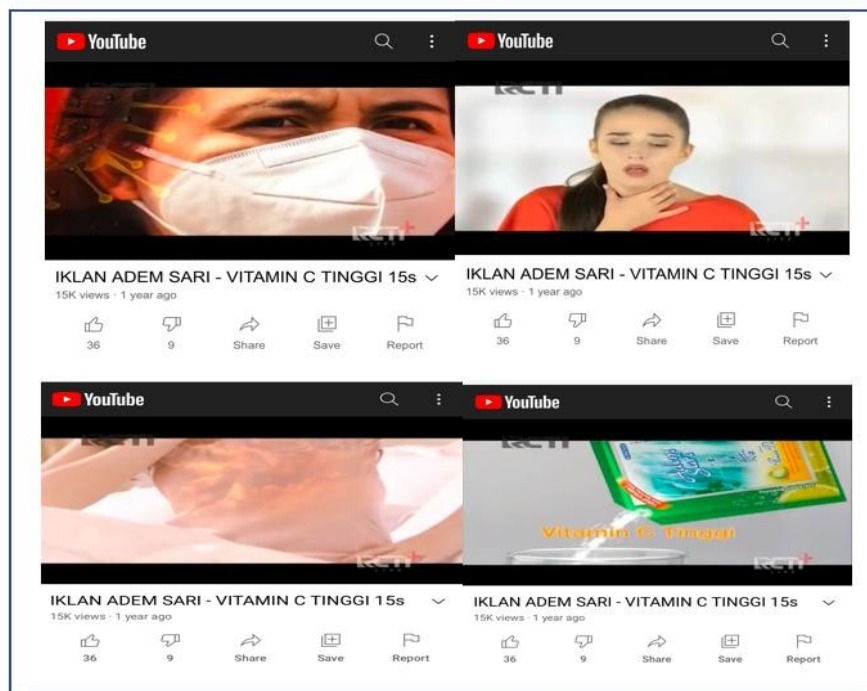


Figure 4
Source: Youtube, 2021

The advertisement of beverage Adem Sari above present an image of someone wearing mask, someone holding her neck due to sore throat she suffered from while coughing. The visualizing of hot neck image and Adem Sari sachet poured down into a glass. The advertisement visualization is followed with the recitation of advertisement text by the advertisement narrator (1) Banyak Virus ‘many viruses’; (2) Tubuh tidak fit ‘unfit body’; (3) Tenggorokan kering atau panas dalam ‘dry or sore throat’; (4) Adem Sari Chingku; (5) Vitamin C tinggi ‘High Vitamin C; (6) dan Herbal ‘and herbal; (7) Adem Sari Chingku jaga daya tahan. ‘Adem Sari Chingku maintain immunity’

The advertisement above does not mention any corona virus or covid-19 explicitly. However, linguistically, the diction *virus*, *tubuh tidak fit*, *tenggorokan kering*, *vitamin C tinggi* and *daya tahan* shows that the product owner of Adem Sari took the moment of corona virus to advertise its beverage product. From the retracing of the Adem Sari advertisement prior to the pandemics, Adem Sari advertised more in anticipating of overcoming sore throat, oral ulceration, and dry throat.

The advertisements considered directly related to the corona virus mollification such as mask, hand sanitizer, and the products of other health equipment is persuasively advertised and is closed in direct and firm language. The advertisement is fortified by the Ministry of Health. For instance, the mask advertisement appears in various versions. The following is one of examples for mask advertisement.



Figure 5
Sumber: Youtube, 2021

The summons to wear mask on the caption above indirectly became the advertisement for numerous mask products. The language of advertisement is spoken firmly and directly. This is supported, too, by the placement of Task Force Unit of Covid-19 mitigation to strengthen the campaign over the corona virus by putting on mask. The compulsion of wearing mask also becomes the WHO’s summons. Therefore, masks with various versions will always be sought for by the consumer.

CONCLUSION AND SUGGESTIONS

Based upon the discussion above, observing the advertisement integrating a number of the product advertisement into the effort of corona virus mitigation, thus, the advertisement category may be divided into two types. Firstly, the product advertisement actually related to the modification of corona virus infection. Secondly, the product advertisement taking place prior to the pandemics already disappeared and the one not related to the corona virus mitigation, at the moment of this pandemic is oriented to the attempt of corona virus prevention. Thirdly, the product advertisement not mentioning the corona virus but there is found and indication to use the virus corona moment in order to advertise its product.

The product owners must be careful of choosing and designing the advertisement in order to market their products from not misleading the people. In such a situation of the moment, both social sensitivity and fear are quite high. The society will easily be affected to the language of advertisement designed in various styles.

This might happen for the language is a medium that can be used by the speaker for multi-purposes. The language is both creative and productive due to the creative thinking of the speaker.

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