

Chapter II

An Analysis of Stylistics by using Level of Language from Linguistics

In this chapter, there are eight main points. The first point is the theoretical framework which consists of theories and previous research that will be used by the writer in this study to answer the research problem. The second point is a literature review of stylistics. The third is a literature review of graphology. The fourth is a literature review of phonology. The fifth is a literature review of lexical choice. The sixth is a literature review of advertising. The seventh point contains more about Traveloka. And the eighth point contains previous research that is related and used to support this study.

2.1 Theoretical Framework

The writer uses various theories that aim to solve the problems of this study. The data in this study came from tourism advertisements on Traveloka website. Therefore, the theory that is used is quite suitable to support the writer analyzing the data in finding linguistic features and how those features contribute to the advertising language.

To overcome the first problem that aims to find various kinds of linguistic features used in advertising text, this study applies several theories, there is a theory of stylistic, graphology, phonology, and lexical choice. Therefore, these theories are useful for the writer to identify linguistic features in the advertising language used in tourism spot advertising text through Traveloka website which can refer to the persuasive effects to the reader.

The writer uses the theory of advertising to answer the second problem. The problem in this study about the possible functions embedded in the linguistic features analyzed in the data that have been chosen by the writer. It has become significant for this research is to find out the possible functions that produced by using the linguistic features in tourism advertising text on Traveloka website.

2.2 Stylistics

In the chapter one, it has been briefly explained that stylistics is one branch of linguistics. Stylistics focus on the style and use of language in writing. In the beginning, stylistics was only used to evaluate language styles in various literary works, such as poetry, prose, and drama.

Stylistics is a branch of language/linguistic studies among many others such as syntax, pragmatics, semantics and so on. Language is briefly defined by Liu, Volcic, and Gallois (2015:27):

As a social phenomenon that is often used by humans to convey feelings, desires, thoughts, attitudes, and intentions from one party to another. They also argue that the language we use today defines the world and the identity of every human being. The writer argues that language is not only a communication tool but as a sign of power.

This agrees with Foucault's (1972:24) notion of “discourse and power which suggests that language has the power to build a real thing and make people see certain things differently”. And the ultimate goal of this research is to analyze the power of using the linguistic features in advertising text to make readers see a product in a certain way.

The main definitions of stylistics display researchers such as Crystal (2008:4) who see it as a “branch of linguistics which the features of situational distinctive uses (varieties) of language that made by individuals and social groups in the use of their language”. Thus, it can be concluded that stylistics focuses on the style of language use.

Crystal’s (2008) definition is not detailed enough to capture the fact that the function of this style is equally important. This deficiency is covered by Wales (2014:8) when he notes that “the aim of most stylistics is not only to describe the formal features of the text for their own sake but to show their functional significance for text interpretation, or to link the literary effect with the ‘linguistic cause’ where this is considered relevant”.

Lecerle (in Simpson, 2004:2) explained that in the end of the twentieth century, stylistics was moribund. But at the beginning of the second century, this knowledge came back to life and was named modern stylistics. Even far from moribund, modern stylistics is positively flourishing, witnessed in a proliferation of sub-disciplines where stylistic methods are enriched and enabled by theories of discourse, culture, and society.

As a discipline, stylistics studies the interpretation of texts relating to their linguistic style and tone by linking literary criticism with linguistics. This is a description and analysis of various forms of language in the use of actual language. Stylistics studies are based on the general assumption that in language systems, the same content can be encoded in more than one linguistic form. The uniqueness and peculiarities in which advertisements are

encoded are of high interest to academic researchers. Stylistics can be applied to the understanding of literature and linguistics.

And Simpson (2004:2) stated:

Stylistics is a method of textual interpretations in which primacy of language. The text's functional significance as script acts in turn as a path to its interpretation. While linguistic features do not of themselves constitute a text's 'meaning', an account of linguistic features nonetheless serves to ground a stylistics interpretation and to help explain why, for the analyst, certain types of meaning are possible.

Based on what was stated by Simpson, it can be concluded that linguistics portray a very important role in stylistic analysis. He (Simpson 2004:4) also stated that a stylistic analysis must conform to three basic principles called three 'Rs', and as an analyst, the writer must keep that in mind.

2.2.1 Stylistic analysis should be rigorous, means that it must be based on an explicit analytical framework. Stylistic analysis is not based on a disordered and impressionist sequence but is supported by the structured language and discourse models that explain how we process and understand patterns in a language.

2.2.2 Stylistic analysis should be retrievable, means that the analysis must be regulated through explicit criteria and terms, which means it is approved by another stylisticians. Although that we know the exact definition of some aspects of language has proven difficult to describe correctly, but there is a consensus agreement on what the language terms mean in a stylistician groups. The consensus allows other researchers to follow the path then adopted in the analysis, to examine

the categories used and to see how the analysis reaches its conclusions to take, in other words, the stylistic method.

2.2.3 Stylistic analysis should be replicable, does not mean that we all have to try to copy each other's work. This only means that the method must be transparent enough to allow others to verify it, either by testing it in the same text or by applying it outside the text. The conclusion reached is a principle that if the path can be followed by analysis can be accessed and replicated.

The three basic principles above, are certainly the main foundation of this study. And as previously explained, linguistics is very influential in stylistic analysis, such as helping to organize and create a framework for stylistic analysis. According to Simpson (2004:5), there is a level of language in linguistic that can be used for stylistic analysis, which consists of seven levels. However, the writer will only use three levels, are graphology, phonology, and lexical choice. And each of them will be explained in the next point.

2.3 Graphology

Wales (2014:194) stated, “graphology is referred to the writing system of a language, as manifested in handwriting and typography; and to the other related features noted in e.g. capitalization and punctuation”.

And according to Jiménez (2015:71), “the importance and status of graphology as a linguistic level of analysis is particularly prominent in stylistics and multimodality. Within stylistics, some scholars have studied

how graphological deviation may affect meaning and produce aesthetic effects”.

In written language, the use of graphology has an important role because it can influence the meaning and the value that gives readers the impression of the language used in the tourism advertising text. Besides, when capitalization and punctuation are applied to an advertising text, consumers, readers of the language used, will be more interested in reading advertising text that uses graphology features in advertising a tourism product.

2.3.1 Capitalization

Ehrlich (1987:106), “the first word of every grammatical unit punctuated as a sentence is capitalized”. He also added names, pronouns and adjectives must also be capitalized. “proper nouns and adjectives are capitalized. A proper noun is the name of a particular person, place, or thing. A proper adjective derived from a proper noun” (1987:107).

Examples of the proper noun are ‘Indonesia, China, and Holland’. The proper adjective is ‘Indonesian, Chinese, and Dutch’. Also, capital letters do not only appear at the beginning of a sentence but it can be in the middle of a sentence to show the specific intention used by the copywriter.

Also, Bex (1996:100) stated that:

The reader must be able to associate CAPITAL LETTERS with extra significance and according to her, capital letters quite deliberately were done to encourage readers to assess whether the written language used by the copywriter is correct or not. The reader will also assume that capital is more important than non-capitalized text.

Based on the two theories above, the use of capital letters can be used as a tool to attract more attention from the reader, because the reader will assume the capitalized words more important than those not capitalized words. And the writer thinks it often happens in a variety of advertising texts.

2.3.2 Punctuation

To clarify the meaning, a good sentence must have punctuation even if only one, because punctuation will lead the reader to sign of the message intended by the copywriter. Fromkin, Rodman & Hyams (2011:554) stated, “languages vary concerning how much punctuation is used in writing. English uses punctuation to set apart sentences and phrases and to indicate questions, intonation, stress, and contrast”.

And according to Kuiper and Luke (in Krahn’s theses, 2014:6), “punctuation consists of cue marks for joining and separating words, phrases, clauses, and sentences. The purpose of punctuation is to clarify what otherwise would seem vague or confusing to a reader”.

Based on the theories above, that punctuation is a tool to separate and combine words, phrases, clauses, and sentences that aims to make the reader not feel difficulties or confusion in understanding a text. But there are several writing languages that only slightly even do not use punctuation, such as Chinese, and German using capitalization in the form of punctuation and for all nouns. However, sometimes this punctuation can be used to emphasize the message that the copywriter wants to convey to consumers.

There are various types of common punctuation in a sentence, therefore this study analyzes several punctuation marks such as (.) Full stop, (,) comma, (:), colon, (?) question mark, (!) exclamation mark, and (') apostrophe.

And for the next section, the writer uses theory from Ehrlich (1987) to explain the kinds of punctuation.

(.) The Period/Full Stop, is used to indicate the end of declarative, an imperative, and certain sentence fragments (1987:1).

(,) The Comma, is used to separate items in a series. The items in a series may be words, phrases, or clauses. The last item is usually preceded by conjunction, such as *and* or *or*. When no conjunction is used to connect the last item in a series, the last item is still separated by comma: *a, b, c.* (1987:15)

(:) The Colon, introduces an enumeration or list. When the word preceding an enumeration or list is either a verb or preposition, a colon is not needed. The enumeration or list is either the object or complement of the verb, or the object of the preposition. When an enumeration or list is preceded by a noun or noun phrase, a colon is needed. The enumeration or list in that case is in apposition with the element preceding the colon. (1987:53)

(?) The Question Mark, is used after a direct question. A direct question is one that quoted verbatim or is addressed directly to the reader. (1987:5)

(!) The Exclamation Point, is used after an emphatic interjection. Interjections are words and phrases that express emotion. Some of the most common are *ah, gosh, ha, hello, no, oh, and yes*. All these interjections can be expressed with great emphasis or with little emphasis, depending on the feeling of the speaker or the copywriter. When little emphasis is needed, the appropriate punctuation is a period. (1987:11)

(') The Apostrophe, has three principal uses: to show possession, to form contractions, and to form plurals of letters or numbers. The first two uses come into conflict in *its* and *it's*, the possessive of *it* and the contraction of *it is*. (1987:93)

2.4 Phonology

Odden (2005:2) said “phonology is the study of sound structure in language, which is different from the study of sentence structure (syntax) or word structure (morphology), or how languages change over time (historical linguistics)”.

Whereas according to Goddard (2001:83);

The phonology, or sound system, of a language, also plays its part in the creation of meaning -in, for example, sound symbolism, where we associate sounds with particular ideas. In a short-expression such as a brand name, individual sounds are thrown into relief and must, therefore, be chosen with care.

From the two theories above, it can be concluded that phonology is the science of sound systems of languages, and in the language of advertising, phonological features have an important role in marketing a tourism spot

because it can make advertising text more interesting and attractive. In this study, the writer will discuss about alliteration, assonance, and ansonance as the phonology features to analyze the data.

2.4.1 Alliteration

According to Huhmann (2018:233), “alliteration/chime repeats beginning consonant sounds in key, subsequent, or most words (**B**rown **B**ag **B**onus from Dole)”. Also, alliteration can be found in tongue twisters. However, alliteration is also used in poems, song lyrics, and even store or brand names.

This study, using the alliteration word to analyze the data. The writer will identify the alliteration sounds in data from the advertising language. Jeffries & McIntyre (2010:37) “many uses of alliteration are simply playful and particularly in humorous literary or advertising text”.

As stated by the two experts above, alliteration is a repetition of the consonant sound found at the beginning of a word. Besides, many uses of alliteration simply funny in humorous literary and advertising texts. Therefore those theory is suitable for the writers to do a stylistic feature analysis on tourism advertising text that can attract the attention of readers or consumers.

2.4.2 Assonance

Huhmann (2018:233) stated that “assonance repeats vowel sounds within the key, subsequent, or most words”. This vocal sound comes from anywhere in the words. This is used to strengthen and emphasize the meaning of words or to regulate moods.

Beside, Cuddon (2013:56) argue that “assonance is sometimes called ‘vocalic rhyme’, it consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony”.

It can be concluded from the two theories above that assonance or often called 'vocalic rhyme' is the repetition of vowel sounds that are located anywhere such as the beginning, middle, and end of words. In addition to providing a rhythmic effect on a sentence, the use of the assonance feature also makes it easier for readers to remember the information contained in a text. Therefore, it has become a trick used by copywriters to create advertising that is catchy and memorable for readers to remember.

2.4.3 Consonance

This study also focuses on consonance used to identify data. This consonance is part of the linguistic features applied by copywriters to promote the tourism spots creatively used interesting words. And according to Huhmann (2018:233) “consonance is the repetition of two or more consonant sounds within a line. Consonance often comes at the very end of the word, but they come in the middle as well”.

Similar to Huhmann, Drabble (2000:230) stated that “consonance is the repetition of end or medial consonants, as in ‘*blank*’ and ‘*think*’, or ‘*The curfew tolls the knell of parting day*’ (*Gray’s Elegy)”.

Based on the theories above which have been stated by two experts, that consonance is a repetition of the consonant sound more than two in one sentence located in the middle and end of a sentence. From

repetition of the consonant sound produce a rhythm that can attract the reader's interest.

2.5 Lexical Choice

Other linguistic features used in advertising languages are the lexical choice. And according to Simpson (2004:5) “lexicology is the words we use; the vocabulary of a language”. The lexical choice is related to linguistics which consists of all words used in languages that have grammatical meaning and function. In this study, the focus of lexical choices is the use of adjectives in the advertising text.

The function of adjectives is also stated by Kennedy (2003:230) he states that “adjectives are associate certain characteristics such as color, size or shape to nouns, e.g. a red car”. Also, there is another adjective that consists of a combination of two or more words that function to explain nouns as a single adjective, which is called compound adjective.

Quirk, Greenbaum, Leech, & Svartvik (1985:1567-1568) stated, “a compound is a lexical unit that consists of more than one word that appears as a single word that has functioned both grammatically and semantically. Therefore, if adjectives consisting of more than one word are categorized as an adjective compound”.

Hyphens often appear in compound adjectives, according to Lindop (1999:191);

The hyphen (not to be confused with the long dash which follows this phrase) is a character resembling a very short typographical rule, used either to join the parts of compound, or to indicate that a word has been broken at a line-ending in the interests of justification. In this ambiguity lies its problematic nature. As its

appearance suggests, the word hyphen is originally greek, *ὕφεν*, a contraction of *ὕπο ἐν* (under one), an indication that what the hyphen joins is to be treated as a single entity; to be read, that is, as a compound and not as two separate words.

In the three theories above, it is explained that adjectives are divided into two parts, there are; single word and compound word. As we already know that a single word is an adjective consisting of only one word, whereas compound word is an adjective consisting of more than one word. The two words are separated by a hyphen (-).

2.6 Advertising

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK¹.

Goddard (2001:10) stated that, “advertising is not just about the commercial promotion of branded products, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organization”.

Also, Prasad (2017:586) added, “advertisers use language quite distinctively. This involves making bizarre and controversial statements in unusual ways as well as communicating with people using simple, straightforward language”.

From the theories above, advertising does not always have to focus on images, but the text can become an important thing because it can support an

¹ <https://economictimes.indiatimes.com/definition/advertising> accessed in 2019-01-20

image to convey the message from the copywriter by using interesting languages and easy to understand.

Advertising is always everywhere, even though people may not realize it. In today's world, advertising uses a variety of media that allows it as a place to convey its message. Advertising can be done through print media (newspapers, magazines, journals, etc.), electronic media, such as television, radio, cell phones, and nowadays advertisements are also often posted on the internet such as endorsement by celebrities.

2.7 Travel and Traveloka

According to Wall & Mathieson (2006:14), the definition that has been set by IUOTO (now the World Tourism Organization) in 1963 does not apply to all countries in the world. Then in the 1990s, several large organizations including Eurostat, the WTO, OECD, and the UN Statistics Division assigned their units to try to find a standard theory that could be applied throughout the world. After ten years of scientific and intellectual cooperation, in 2000 a consensus emerged on the development of Tourism Satellite Accounts including the reformulation of the definition of tourism, which has now been accepted worldwide:

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Where the persons referred to in the definition of tourism above are termed 'visitors' a visitor being defined as:

“Any person traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited.” (2006:14).

It can be concluded that tourism is an activity of traveling with the aim of gaining pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or resting, performing tasks, and so on.

In this sophisticated era, there are many easy ways to do vacation activities. Only by capitalizing on smartphones and internet networks we can get information about various tourist attractions in all corners of the world. And also a lot of interesting tourism advertisements appear on the internet, even now many online applications provide information and services for us as a tourist.

According Kriyantono (2008:260) “company websites are the first and most popular means of communication by individuals when they need information about a company or organization”. Every company is required to have a website to complete communication facilities for the company and the public.

The Traveloka website is a commercial electronic trading website owned by Traveloka LLC Indonesia. Through the site, *www.traveloka.com* customers can order products provided in the form of ticket booking information and hotel. Traveloka LLC is a type of industry that is engaged in the field of online travel agents which was founded in 2012.

According to SWA Magazine (2014:12), Traveloka was first established by Ferry Unardi, Derianto Kusuma and Albert, which at first was only a concept to see and compare prices. In 2013 Traveloka turned into a concentration reservation site in airplane ticket reservations. Then in March 2014, Traveloka entered the hotel room reservation business and in July 2014 the hotel booking site through Traveloka was available. Whereas in 2017, reported from the Traveloka website, it has provided train ticket reservations, travel tickets, tour packages, art show tickets, postpaid pulses, and the internet that works with vendors to continue to provide the best service for consumers.

Based on data from Techinasia, in December 2016 there were around 5.45 million users accessing via desktop. The number of visits is far different from other sites such as Tiket.com, which only received 1.95 million visits via desktop at the same time. Traveloka claims that getting a visit of around 250,000 visits a day, if true, it can be concluded that there are certain 7.5 million visits each month (*id.techinasia.com*).

So, Traveloka is an internet company that provides airline ticket booking services, hotels, tourist attractions and more online with a focus on domestic travel in Indonesia. In Indonesia, Traveloka has an operational base in Jakarta.

2.8 The Relevant Study

In this section, there is two previous research related to this study. First, is the research conducted by Abgede (2016) about the stylistic analysis of the

comparison between a bank in Nigeria. Second, is the research conducted by Suwondo (2018) about stylistic analysis on the cosmetic caption on Instagram.

The two previous research have similarities in using the stylistic approach to analyze an advertisement. The difference found in that two research with this study is the object and the ultimate goal of the study. Abgede's research focused on comparing and advantage of using stylistics on bank advertisements in Nigeria. Meanwhile, Suwondo's research focuses on linguistic features and the effects of using these features in captions on Instagram.

And for this research focuses on linguistic features and functions of using these features in tourism advertising text on the Traveloka website. The method used in this study is a qualitative method, using the three R principle. The three R in principle consists of rigorous, retrievable, and replicable which is intended to make this research better constructed, which will be easily understood how the language processes and patterns are used in a tourism advertising text. As well as to be able to know what kinds of the features of stylistics contained in tourism advertising, with a transparent method to be easily verified by other researchers.