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## LANGUAGE STYLE IN SUNTORY GARUDA BEVERAGE PRODUCTS ON THE OFFICIAL WEBSITE

### Abstrak

Penelitian ini mengamati bahasa yang digunakan di situs resmi Suntory Garuda dalam iklan produk minuman mereka. Pemilihan bahasa yang digunakan dalam iklan sangat penting karena dapat secara signifikan mempengaruhi bagaimana pembeli melihat produk dan seberapa baik produk tersebut berbicara kepada mereka. Penelitian ini berfokus pada penggunaan bahasa kiasan, seperti personifikasi, simile, dan metafora, untuk memahami stilistika secara menyeluruh. Teknik-teknik ini mengandalkan makna dan citra yang lebih dalam yang melampaui interpretasi kata-kata secara harfiah. Studi ini juga meneliti bagaimana iklan membantu konsumen menjadi lebih sadar akan pilihan mereka, membangun kepercayaan, dan memuaskan keinginan mereka. pertumbuhan media sosial, telah mendorong evolusi dalam periklanan untuk menjangkau audiens yang besar dengan cepat dan interaktif. Kata-kata yang masuk akal dan bijaksana membangkitkan emosi, membuat pesan yang melekat dalam ingatan Anda, dan membangun identitas merek yang kuat. Jenis kata-kata ini memiliki kekuatan untuk meningkatkan atau mengurangi iklan. Tujuan utama dari penelitian ini adalah untuk memahami gaya bahasa Suntory Garuda dan bagaimana hal tersebut mempengaruhi reputasi merek dan keterlibatan konsumen. Temuan dari penelitian ini memiliki potensi untuk meningkatkan pemahaman tentang bagaimana bahasa secara efektif digunakan dalam iklan dan bagaimana hal itu mempengaruhi sikap dan keputusan konsumen.

**Kata Kunci:** Gaya Bahasa, Suntory Garuda, Iklan

### Abstract

This study looks at the language used on Suntory Garuda's official website in their beverage product advertisements. The choice of language used in advertising is crucial since it can significantly affect how buyers view the product and how well it speaks to them. The study focuses on the use of figurative language, such as personification, similes, and metaphors, in order to fully comprehend stylistics. These techniques rely on deeper meanings and imagery that go beyond literal interpretations of words. The study also examines how advertising helps consumers become more aware of their options, build trust, and satisfy their desires. the growth of social media, has prompted an evolution in advertising to reach a large audience quickly and interactively. Sensible and thoughtful wording arouses emotions, crafts messages that stick in your memory, and establishes a powerful brand identity. This type of wording has the power to elevate or detract from an advertisement. The primary objective of this study is to comprehend Suntory Garuda's language style and how it influences the brand's reputation and customer involvement. The findings of this study have the potential to improve understanding of how language is effectively used in advertisements and how it affects consumer attitudes and decisions.

**Keywords:** Language Style, Suntory Garuda, Advertisements

### INTRODUCTION

Humans rely on language as a basic form of communication in daily interactions. Interaction and message-giving between people are crucial (Marnetti, 2017). Language style, in this context, refers especially to the distinctive way that an author expresses ideas through language in prose (Abrams, 1981). As per Keraf (1990), it's a unique way of articulating ideas that showcase the essence and character of a speaker or writer.

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Language style serves various communication purposes. By employing a particular language style, speakers and writers aim to make their expressions interesting, rich, concise, clear, and better able to emphasize the ideas that they want to convey. As a result, a particular mood and visual effects are produced. Works of literature gain artistic value from this aesthetic effect. Language style greatly contributes to the achievement of this value, even though it is not the only factor in literary works' artistic quality. The words used, the way sentences are put together, and the overall tone of a message can all have a big impact on how the audience interprets and responds to it.

Advertising is the process of conveying information to get people to accept the message of the ad, whether it simply makes them aware of something or creates a positive image of it. Advertising, a form of communication found in both print and electronic media, permeates every aspect of daily life (Agusmanto, 2013). Jefkin (2009) defined advertising as a non-personal form of presenting and promoting ideas, goods, or services by a sponsor that requires financing. According to Terence (2007), advertising aims to inform consumers about the existence of products, persuade them to purchase these products, and remind them of them.

Advertising has several advantages for customers.

- a. Expanding Alternatives: Advertising provides consumers with options by informing them about a variety of products. By exposing consumers to a variety of products, advertising ensures that they are able to make informed decisions based on their needs and preferences.
- b. Establishing Credibility: Customers' faith in the product and brands can be greatly increased by an effective advertising. The likelihood that viewers will trust a brand and make a purchase is increased when advertisements are creative and well-written because they project an air of dependability and excellence.
- c. Increasing Awareness: Marketing makes sure that consumers are aware of, recall, and trust the products that are being sold. Relentless and captivating marketing campaigns help products stay in consumers' minds, which raises the possibility that they will make additional purchases.
- d. Providing Information: It fulfills the needs of clients by providing them with information about products and encouraging them to buy them. Advertisements often highlight a product's features and benefits in ways that speak to the target audience's needs and objectives

Social media and advertising go hand in hand. As technology has advanced, advertising has changed and is now widely used on social media platforms (Alfiyani, 2019). Advertising's initial goal was to satisfy the advertiser's needs by using the image of a product or style that was promoted on social media to give the product a new lease on life. Social media's capacity to swiftly and interactively reach big audiences has made it an effective tool for marketers. This change has resulted in the production of more dynamic and captivating advertising content that aims to draw in a wide range of viewers. Kannan and Li (2017) provide a comprehensive framework for understanding digital marketing, emphasizing the role of various strategies and tools in shaping consumer engagement and behavior. Their review highlights the growing importance of digital platforms in advertising and the need for innovative approaches to effectively reach and influence consumers.

The language style in advertising significantly influences the product's image. Advertisements should avoid being monotonous to maintain interest. However, they should also refrain from using language styles that directly denigrate other products. Nowadays, advertisements on social media employ diverse language styles. Yet, some ads use styles that denigrate competitors directly or lack creativity, making them appear monotonous and stiff (Silvia, 2012). The efficacy of an advertisement can be determined by the language style selection. Well-crafted and imaginative wording has the power to arouse feelings, produce messages that stick in the mind, and forge a distinctive brand identity.

Bhat and Bashir (2018) explore the significant impact of advertising on consumer buying behavior, highlighting how effective advertisements can influence consumer perceptions and decisions. Their review indicates that advertisements that utilize creative and engaging language tend to have a stronger impact on consumers' buying behavior.

Figurative Language in Stylistics, Vocabulary, grammar, coherence, and rhetoric are the components of stylistics. (Keraf, 2007) The art of rhetoric is the systematic use of language,

both in writing and speech. Using all linguistic components—word choice, expressions, sentence structure, organization, figurative language, imagery, and more—that are appropriate for the narrative's setting and objectives is part of it. Rhetoric aims to achieve aesthetic effects through creative language expression (Nurgiyantoro, 2009).

Kim and Han (2020) examine the significant role that language plays in advertising, showcasing a range of linguistic strategies and insights that improve the efficacy of commercials. They contend that more interesting and memorable commercials can be produced by carefully utilizing figurative language, such as personification, similes, and metaphors.

Wang and Zhou (2019) explore the significant impact of emotional appeals in advertising, specifically through the use of figurative language and imagery. They found that metaphors, similes, and other forms of figurative language can enhance the emotional engagement of consumers, making advertisements more compelling and memorable

1. Rhetoric includes, Exposure: Language expression techniques where the meaning is implied rather than literal. Exposure utilizes figurative language to add meaning, creating a form of linguistic deviation. This deviation from the literal meaning of the text allows for a richer, more complex expression, often requiring the listener or reader to engage in a deeper level of interpretation and interaction. Structural Investigation: Discourse effectiveness is impacted by deliberate irregularities in sentence structure for aesthetic effects. Studying sentence structure can lead to the development of various writing styles, such as enumeration, paradox, tautology, pleonasm, anaphora, polysyndeton, and rhetorical questions. By enhancing the language's emotional impact, rhythm, and emphasis, these techniques can make it more memorable and convincing. Figurative language, in stylistics, is significant. It uses literary devices like personification, similes, metaphors, hyperbole, and others that go beyond literal interpretation to convey deeper meanings and striking imagery. These strategies are frequently used to increase the impact and engagement of messages in writing, advertising, and everyday communication.
2. Metaphors and Similes: Two of the most widely used figurative language devices are metaphors and similes. A metaphor compares something directly to something else, implying that despite their differences, they are similar in some important sense. Saying "time is a thief," for instance, implies that time takes away from our lives in the same way that a thief would take valuables. Conversely, similes compare things by using the words "like" or "as." For example, "busy as a bee" compares someone's level of activity to that of a bee's diligence.
3. Personification: Personification is the process of endowing non-human entities with human characteristics in order to increase their relatability and vividness. A more poetic and captivating image is created, for example, when one says, "the wind whispered through the trees," attributing the human action of whispering to the wind.
4. Hyperbole: hyperbole is Exaggeration that is done on purpose to emphasize a point or have an impact. Expressions like "I could eat a horse" are humorous and dramatic ways of expressing the speaker's extreme hunger rather than being taken literally.

These figurative language strategies are essential for creating messages in advertisements that connect with consumers. They aid in evoking powerful, enduring feelings and imagery in relation to the marketed goods. According to Percy (2018), the strategic use of language can significantly influence the emotional and cognitive responses of consumers.

To summarize, effective and compelling messaging in advertising greatly depend on the use of language style. The way an advertisement is interpreted and remembered can be greatly influenced by the words, sentence patterns, and figurative language used. Advertisers can create messages that inform, persuade, and engage customers on a deeper, more emotional level by comprehending and utilizing these components.

## METHOD

Judging from the type of data approach research used in research this is a qualitative approach. Winarta (2006:155) suggests that "The qualitative method is analyzing, describing and summarizing various conditions, situations from various data collected in the form of interviews or observations regarding the problem under study and what happens in the field." According to Sugiyono (2005:2) suggests that internal objects Qualitative research is a scientific

object or natural setting, so it is qualitative research often referred to as the naturalistic method, a natural object is what an object is existence, not manipulated by research so that the researcher enters the object and after exiting the relative object no changed". Author's qualitative analysis is the result of observation and documentation then next analysis is carried out. According to Sukmadinata (2009:53) qualitative research is research used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and people, individual or group. Sukmadinata (2009:18), states that research Descriptive aims to define something a situation or phenomenon as it is. Based on the description above, you can conclude that this type of research uses qualitative research because of data analysis in the form of written words or verbally and consider the opinions of other people who can be called with the source person. In this research, researchers analyzed advertising language style on the PT website. Suntory Garuda Indonesia.

## RESULTS AND DISCUSSION

This study on PT's advertisements. Suntory Garuda Indonesia demonstrates the deft use of figurative language to produce captivating and memorable advertisements, focusing on brands like Okky Klik, Goodmood Peach, Okky Jelly Drink, MYTEA+, and Ribena Pop. These commercials use personification, similes, metaphors, hyperbole, and other stylistic devices to evoke strong feelings in the viewer and highlight the attractiveness of the products.

### 1. Okky Klik (Simile/Personification)



Figure 1. Advertisement of okky klik  
(Source:<https://www.instagram.com/okky.idn>)

The phrase "bahagia itu kalau... mabar seru ditemenin oleh segernya Okky Klik" is a great example of how advertisements use language to create vivid pictures in our minds. When they say "mabar seru," it makes you think of having an exciting time playing games with friends. The advertisement provides the impression that the fun is enhanced by the addition of "ditemenin oleh segernya Okky Klik.". This compares the enjoyment of playing games to the drink's refreshing flavor, which makes it an example of a simile

But there's more to it. The phrase "ditemenin oleh segernya" gives the drink human-like qualities, which is called personification. It's like the drink. "Segernya Goodmood Peach asik bingits" paints a charming and vibrant picture with its informal and lighthearted language. The stylistic elements and figurative language are discussed in detail below: k is your friend, keeping you refreshed and happy. This makes the ad more appealing because it's not just about a drink; it's about an experience that makes you feel good emotionally and physically.

### 2. "Segernya Goodmood Peach asik bingits" paints a charming and vibrant picture with its informal and lighthearted language. The stylistic elements and figurative language are discussed in detail below:

Goodmood Peach (Personification/Simile)



Figure 2. Advertisement of Goodmood Peach  
(Source: <https://www.suntorygaruda.com/>)

"Segernya Goodmood Peach asik bingits," the slogan in the Goodmood Peach advertisement, implies that it's incredibly fun and novel. This phrase gives you a better idea of the drink's flavor. It personifies the drink by giving the impression that it has human characteristics, such as being "asik" or enjoyable, giving the impression that it can genuinely make you happier. The simile "segernya" and "asik bingits" compare the freshness of the drink to an extremely enjoyable experience. This gives the impression to the reader that sipping Goodmood Peach will be a very enjoyable experience, akin to going on a little adventure each time. Additionally, the slang term "bingits" denotes something "very cool" or "amazing.". It imbues the phrase with a modern and fashionable vibe, appealing to a younger audience accustomed to this style of speech.

3. The ad phrase "Goyang di mulut tunda lapar di perut" uses figurative language and creative expression to convey a message about a product or experience. Here's an analysis.

Okky Jelly Drink (Metaphor/Personification)



Figure 3. Advertisement of okky jelly drink  
(Source: <https://www.instagram.com/okky.idn>)

The advertisement employs some clever linguistic devices to make the drink sound extremely enticing, such as the phrase "Goyang di mulut tunda lapar di perut.". McQuarrie and Phillips (2017) examine the role of indirect persuasion in advertising through the use of metaphors in both visual and textual formats. Their findings indicate that metaphors engage consumers more deeply by requiring them to actively interpret the meaning, which enhances recall and persuasiveness. metaphorical meaning of the word "goyang" (wag) is something moving joyfully in your mouth. It is akin to saying that a delicious drink dances in your mouth. also, the phrase "Tunda lapar di perut," which means the drink can delay your hunger, is another example of personification in the advertisement. Hunger seems to be a person who can be made to wait, which adds to the food's satisfying appeal because it's not only delicious but filling as well. Additionally, the rhyme between the words "mulut" (mouth) and "perut" (stomach) gives the phrase a rhythmic, catchy feel that makes it memorable and captivating.

4. "Tubuh go ringan positive kan harimu" is an advertisement that uses a variety of stylistic devices and figurative language elements. Below is an analysis:.

MYTEA+ (Personification/Simile)



Figure 4. Advertisement of MYTEA+  
(Source:<https://www.facebook.com/MYTEAID/>)

The phrase "Tubuh #go ringan positive kan harimu " sends a message that drinking MYTEA+ makes your body feel light and your day feel positive. The ad uses personification by saying the body is "ringan" or light, which gives the body human-like qualities of feeling weightless and carefree.

The metaphor "ringan" also conveys the idea that drinking MYTEA+ makes you feel as light as a feather. This analogy gives you the impression that the beverage may cause you to physically feel joyful and light. The hashtag go adds a call to action, motivating individuals to continue being positive and active. and the addition of the hashtag "go" to the phrase denotes a contemporary, social media-savvy strategy. Hashtags are frequently used to generate buzz or link to popular subjects, and they can expand the phrase's online audience.

- Using a variety of figurative language strategies, the sentence "Extra segar rasa jeruk dan extra segar nata de coco bikin kamu jadi Semangat!" conveys a powerful and charming message This is an analysis.

Okky Jelly Drink Big Orange (Hyperbole/Metaphor)



Figure 5. advertisement of okky jelly drink big orange  
(Source:<https://www.facebook.com/okky.idn>)

Shelly Rodgers and Esther Thorson discuss how the use of figurative language in advertising, such as metaphors and hyperbole, can create emotional connections with consumers, enhance recall, and improve the overall effectiveness of the message. The phrase "Extra segar rasa jeruk dan extra segar nata de coco bikin kamu jadi Semangat". use hyperbole to make the drink sound incredibly fresh. By using the term "extra segar," the advertisement inflates the drink's refreshing factor and presents it as the freshest thing you've ever seen. also the phrase "Bikin kamu jadi semangat!" associates the flavor of a refreshing drink with a more vibrant, lively attitude. This is a metaphorical expression that suggests that the freshness of the drink gives rise to an unexpected burst of energy. This gives the product a revitalizing vibe and sounds delicious. The repeated "s" sound in "Extra segar rasa jeruk" and "extra segar nata de coco" creates a rhythmic and catchy element that makes the phrase more memorable.

- The phrase "bikin semangat jadi extra big" employs figurative language to convey an increase in enthusiasm in a vivid and engaging way. Here's the analysis:

Okky Jelly Big (Metaphor/Hyperbole/Personification)



Figure 6. advertisement of okky jelly big  
(Source:<https://www.facebook.com/okky.idn>)

Cook (2016) offers a thorough examination of advertising language, highlighting its ability to engage and persuade consumers. He looks into the various ways that language is used by advertisers to sway consumers' opinions and actions. In order to create commercials that connect with viewers, figurative language is also essential. Ads can be made more memorable and impactful by using techniques like personification and metaphors, which can conjure up strong feelings and vivid imagery.

For instance, phrases like "bikin semangat jadi extra big" employ metaphorical language to suggest that the product can significantly amplify one's enthusiasm, thereby making the advertisement more impactful and engaging. You can feel as though the drink has the power to uplift and brighten your mood. The product is greatly elevated by this powerful image. Hyperbole, or exaggeration intended to evoke great excitement, is also demonstrated by the term "extra big."

It suggests that consuming Okky Jelly Big will provide you with a high level of energy. Personification is also used to convey the idea that, like a living thing, enthusiasm can expand and grow. By employing these figurative techniques, the phrase "bikin semangat jadi extra big" gains energy and expressiveness, amplifying the impact and memorability of the idea of increased enthusiasm.

7. In this analysis, the sentence "Ribena Pop kreasi yang bikin lebih terkejoy ngga sampe 1 menit" is examined from the standpoint of figurative language and its applications to advertising. We can examine the sentence's context, and the marketing strategy behind it to give some background information.

Ribena Pop (Metaphor/Hyperbole)



Figure 7. Advertisement of ribena pop  
(Source:<https://www.instagram.com/ribena/id/>)

In less than a minute, Ribena Pop can make you really happy, according to its advertisement, "Ribena Pop kreasi yang bikin lebih terkejoy ngga sampe 1 menit." This sentence makes Ribena Pop sound like more than just a drink by using metaphor to describe it as a creation that brings joy.

The phrase "Kurang dari 1 menit" uses hyperbole to emphasize how quickly the drink can make you happy. It's an exaggeration to show that the joy from Ribena Pop is almost

immediate. The casual language "ngga" makes the ad feel friendly and approachable, appealing to a younger audience. The repetition of the "K" sound in "kreasi" and "kejoyan" gives the sentence a nice rhythm, making it more.

## CONCLUSION

The use of figurative language in advertisements is a powerful tool that enhances the effectiveness of marketing campaigns. PT. Suntory Garuda Indonesia's advertisements for brands like Okky Klik, Goodmood Peach, Okky Jelly Drink, MYTEA+, and Ribena Pop showcase a masterful application of similes, metaphors, personification, and hyperbole to create compelling and memorable messages. Advertisements like these create rich, visceral, and emotional experiences that connect with viewers, going beyond merely summarizing the products.

finally, The effectiveness of the Suntory Garuda Indonesia commercials is greatly increased. These advertisements demonstrate how language may be an effective marketing tool by evoking strong feelings, appealing to the senses, increasing persuasiveness, and forging strong brand identities. To create messages that not only inform and persuade but also deeply resonate with consumers, advertisers should take advantage of figurative language. This will help them create lasting impressions and foster brand loyalty.

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