

The Impact of Inference in Public Service Advertisement to the Learning of Indonesian Language

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Abstract—The research objective is to determine inference of verbal communication based on context analysis and communication event context in public service advertisement. The focus of the research is the inference using context analysis with some categories as follow, personal interpretation, locational interpretation, temporal interpretation, and analogical interpretation. This research also refers to communication event context which consists of setting and scene, participant, ends, act sequence, keys, instrument, norms, and genres. The object of the research is 50 public service advertisements consisting of 485 word pairs. The methodology implemented in this research is qualitative with content analysis method. The result of analysis based on interpretational context shows that 830 interpretations were identified in 485 word pairs which mostly contains personal interpretation of 49%, analogical interpretation of 35%, 9% is the locational interpretation, and 7% temporal interpretation. Based on communication event in the advertisement, it is noticed that the process of message delivery is mostly in the form of elocution of 42% with persuasive message of 68% and comprehension communication reaches 56%. In terms of communication style, casual communication is 38%, while open communication is 66%. Based on data analysis, 9% of the advertisement uses female character as a communicator with local residential as background of 28% and day time setting of 66%. Most of the communication atmosphere used (38%) is easy situation. Based on overall context analysis, most of public service advertisement (64%) sponsored by state institution contain persuasive context (public information, government program or services).

Keywords: *inference, context, public service advertisement*

I. INTRODUCTION

The language used for communication by the society is always developing. People are required to be proficient in using the language. According to Keraf (1989:7) someone who is not proficient enough in language will face some difficulties, as what he/she has in mind could not be well communicated or transferred to other people. Based on Keraf's opinion, it can be concluded that people needs to be proficient in language in order to communicate well and clear with others.

As knowledge and science are developing, culture is also developing along with the social dynamics, nowadays people can easily communicate with others by various means of communication. Means of communication are developing very rapidly namely social media, blog, video blog, and many more which ease people to gain and share information both

verbal and written. All aspects in communication which capture various language events could be discussed in one of linguistic study called language composition, as language composition is a complete language entity formed by sentences and record communication events.

Communication activities which involve speaker and the counterpart may take place directly or indirectly. Communication could also take place with the help of intermediaries. One of the intermediaries is commercial advertisement. Commercial advertisement is one of communication media used by certain people to persuade, to influence other people so that they will follow or influenced with the message in the commercial advertisement.

Public service advertisement contain information or certain message. Public service advertisement has different purpose compared to commercial advertisement. The objective of public service advertisement is not to promote a product but to convey certain information or message or to persuade people to do certain thing related social aspect in the society. A commercial is developed by combining some components such as pictures, music, and language. Language as part of the components is uniquely composed to attract people's attention. According to Jakobson (1960) in Arifin dkk (2015:174), language in advertisement has to be informative and persuasive as it plays role to convey information and persuade at the same time. This function is expected to provide real effect from the advertisement. In order to fully understand the message in the advertisement, people needs to understand the context. The audience may interpret the message in the advertisement, and take conclusion from the advertisement. Taking conclusion to interpret or to understand the message of the advertisement is called inference.

According to Brown and Yule (1996:3) when a speaker utters, frequently he has to make conclusion in order to be able to interpret the utterances or connection among the utterances. Ahmad (2009:10) stated that inference is a process by reader or hearer to understand the message in line with the writer. According to Schiffrin (1994: 405) model of inference assume that someone shows a certain will which is then concluded by receiver based on codes possessed by both parties and also communication principals. Some language aspects requires contextual information in the form of deixis such as, now, I, you, this, and that. In order to interpret such elements, the speaker and the reader have to be made clear.

Hymes in Achmad formulate some determining factors through “SPEAKING” acronym. S is for *Setting and scene*, covers place and time of the event, while scene is more on psychological aspect. P is for Participant, or people involved in the conversation directly or indirectly. Some aspects related to participants are age, educational background, social background. E is for Ends or result which is expected by the speaker or the objective of the communication. A is for Act sequences consisting of message form and message content. K is for Key, covering way, tone, behavior, or spirit in the communication. The spirit in the communication including serious/formal, casual, and friendly. I is for Instrumentalities of means of the communication. The means of communication include verbal, written, mail, and radio. N is for Norms which refers to DOs and DON'Ts in the conversation. G is for Genres or the type of communication whether it is a telephone conversation, information in the newspaper, poem, and sermon. It can be concluded that an utterance is conveyed based on certain social context. It can be interpreted through setting/scene, participants, ends, act sequence, key, instrument, norms and genre.

II. RESEARCH METHODOLOGY

The objective of the research is to determine the existence of inference in the public service advertisement conveyed by a number of state institution namely Ministry of health, Ministry of education and culture, Tax Office, and Ministry of Labour, which are broadcasted by private television or kept in internet (youtube). The scope of the research is to identify the taking of conclusion or inference in public service advertisement discussed in interpretation principals (personal, local, temporal, and analogy principals) and also determining context. The Theory used is contextual inference interpretation theory by Sumarlam. This theory stated that the basis of inference are contextual understanding, situational and cultural context with principals such as personal, local, temporal and also analogy principals. The second theory used is theory by Hymes with the famous abbreviation ‘SPEAKING’, which stands for Setting/scene, Participant, Ends, Act sequences, Key, Instrumentalities, Norms and Genres.

III. RESULTS AND DISCUSSION

The number of public service advertisement being investigated totaling 50 advertisements. The aspects analysed cover contextual interpretation in which both speaker and hearer are involved in a communication. Also, analysis of both internal and external aspects of the advertisement. Using these two analysis inference is being identified. The public service advertisements were randomly taken from youtube channel. The advertisement and then grouped by year of publishment in youtube channel.



Fig.1. Number of advertisement analysed based on year of publication

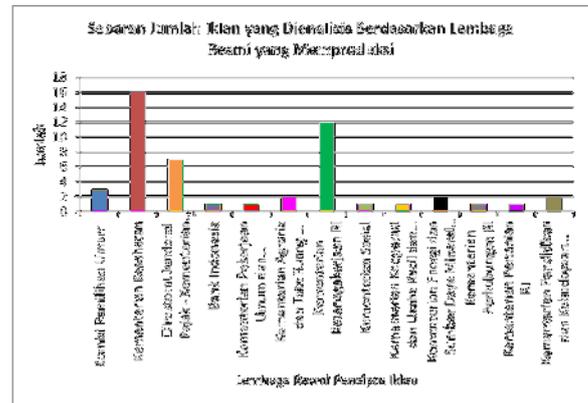


Fig.2. Number of advertisements based on producing institution

These advertisements were then transcribed and grouped into utterances. From the 50 advertisements there are 485 utterances to be analysed based on internal and external aspects. Analysis of aspects in the advertisement was conducted by analysing contextual interpretation covering personal interpretation, lokational interpretation, temporal interpretation and also analogy interpretation. Based on contextual interpretation analysis there are 830 contextual interpretation in the advertisement utterances.

Based on data description, there are two kinds of intention contained in the advertisements being analysed namely public service advertisement conveying information, program and services provided by state institution. Secondly, public service advertisement to change people behavior.

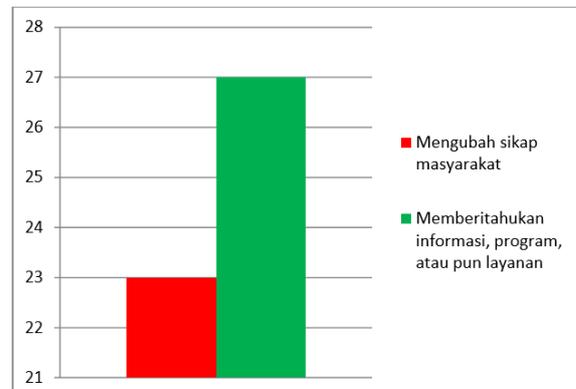


Diagram 3 : Perolehan data analisis terhadap maksud isi iklan

Public service advertisement containing information, government program and services totaling 27 advertisements or 54% of the total public service advertisement being analysed. Public service advertisement intended to change people behavior totaling 23 advertisements or 46% of the advertisements being analysed. Based on communication event context, most of the public service advertisements or 42% use elocution act. 68% of the public service advertisements are persuasive. The way of communicating the message is 38% use casual way, and the way of conveying the message openly is 66%. The figure used in the advertisement is 9% female. 28% of the advertisement use residential house as setting and 66% of the advertisement use day time as time back ground. 38% of the advertisement is in the relax situation for communicating the message. 56% of the advertisements were intending people to understand the information. Personal interpretation were identified in 49% of the advertisement being analysed. Regarding the utterance in the advertisement, 35% is analogy interpretation, 9% is locational interpretation, and 7% is temporal interpretation.

IV. CONCLUSION

Advertisement is one of means of communication to convey idea, share information and persuade other people. Advertisement could be in the form of written and verbal. Verbal advertisement both monolog and dialog may use audio visual as the media. One of the advertisement in audio visual is the public service advertisement. In order to convey an idea, there should be understanding by the counterpart so that the idea is clearly defined. Understanding on the idea could be achieved through inference or conclusion taking. The process of concluding may refer to the context applied. Context covers both internal and external aspect of the composition. Analysis on both external and internal aspect is necessary to understand the idea conveyed.

This research conducted situation and cultural context analysis on public service advertisements issued by state institutions. The situational context analysis was done based on interpretation principals and communication event interpretation. Context analysis using interpretation principals is applied to identify social and cultural condition during utterance, while communication event interpretation is used to identify the situation and the condition during communicating ideas in the advertisement. These two contextual interpretation are connected to identify the actual intention of the institution producing the public service advertisement and eventually people will respond accordingly. There are two main intentions of the government through the public service advertisement. The first one is to change people behavior by providing examples. The second one is to make people well informed regarding information, programs and services provided by the government. It was noted that 54% of the total public service advertisement are intended to inform the people regarding information, program or services provided by the government.

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