



Acehnese Celebgrams' Repetitive Language Style as an Endorsement Strategy: A Stylistic Study

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Abstract. The repetitive language style is a language style to emphasize a speech's meaning. This language style can be found in the speech of Acehnese Instagram celebrities (celebgrams) when they endorse a product or service. The repetitive language style of Acehnese celebgrams can conjure up Instagram users, so they are interested in the goods and services offered. By relying on language style, the celebgrams were proven to increase the turnover of online business people who used their services. It was because the language style was unique, engaging, and creative. Therefore, this study aimed to describe the repetitive language style used by Acehnese celebgrams as a strategy in the endorsement. This study was conducted using a stylistic review. The source of this research data was the celebgrams' speech taken from the Acehnese celebgrams' Instagram story, which consisted of four accounts, namely 1) @cutbul-real, 2) @devy_dean, 3) @dinah_mr, 4) @kakaalfarisi, and 5) @khalidamakmoer. Verbal data were collected using recording and note-taking techniques. The data were analyzed using a qualitative descriptive approach. The results showed that the Acehnese celebgrams used eight styles of repetition as an endorsement strategy, including epizeuxis, tautotes, anaphora, epistrophe, mesodiplois, anadiplois, and alliteration. The repetitive language style strongly affected the Instagram users' interest in using the products and services offered.

Keywords: Celebgrams · Aceh · Endorsement Strategy

1 Introduction

Instagram is one of the social media that is in great demand by the public, especially online businesses. This is because this application has interesting features that can help business people in marketing their goods. These features include services for uploading photos, videos, editing, and also adding digital effects. These features will support businesses to promote their goods to all users.

Online businessmen on Instagram social media, usually also use endorsement services in introducing their products. Endorsement services are activities using a public figure or celebrity services [1]. Celebrities whose names are popular through Instagram

are called celebgrams. This celebgram will help introduce the product to users with their respective strategies.

One of the celebgram strategies in doing this endorsement is to use an attractive language style. Interesting language style will influence the listener to take action as expected by the speaker. This language style is spoken with the techniques possessed by each celebrity. In other words, these celebgrams are characterized by their use of language. Therefore, even though they only rely on Instagram media and language, in fact these two things are able to increase business turnover [2]. In other words, this program is very influential on the effectiveness of advertising [3].

One of the language styles used by endorsers is repetition. Repetition language style is a repetition language style that is done by repeating the same words, phrases, or clauses in a sentence. This repetition can be done two to four times. This repetition is done to give emphasis to certain words so that the listener focuses on the word.

Repetition is done in various ways. These include repeating the same word at the beginning of each sentence, the end of a sentence, and also both. In addition, repetition can also be done sequentially. Stashko (2020)[4] states that the style of repetition consists of alliteration, assonance, anaphora, epistrophe, epizeuxis, tautotes, mesodiplosis, anadiplosis, and simplotke. All types of repetition language styles aim to emphasize certain words so that they get the listener's attention. In advertising, this affirmation aims to make listeners focus their attention on the product being offered.

Acehnese celebgrams has an interesting and unique style of language when making endorsements. This uniqueness can be seen in the combination of Acehnese and Indonesian in endorsing sentences. The combination of the two languages is done by choosing certain words that have the same sound that is repeated. The use of these unique sentences makes followers pay attention to the goods offered by the celebgram.

This study aimed to describe the repetitive language style used by Acehnese celebgrams as a strategy in the endorsement. Research related to the topic of advertising language style on social media has been done by several researchers before. These include research on advertising language style on television [5], language style on Web advertising [6], advertising language style on Facebook [7], advertising language style on Instagram [8]. These studies have something in common with this study, namely examining the language style contained in the advertising text. In addition to similarities, this study also has differences with previous studies. These studies examine the style of language in general, while this study focuses on examining the style of repetition which consists of several characteristics in it.

In addition, research related to the use of Instagram has also been carried out, including the role of Instagram in social interaction [9]. The results showed that Instagram was the most frequently used application in social interaction. For this reason, the Instagram application is certainly very suitable to be used as study material as a phenomenal application at this time.

2 Method

This study uses a qualitative descriptive approach. Qualitative descriptive research is research using data in the form of words and the end result is a description [10]. The data source of this research is the celebgram speech taken from the Aceh celebrity

instagram story which consists of four accounts, namely 1) @cutbul-real, 2) @dinah_mr, 3) @devy.dean, 4) @kakaalfarisi, and 5) @khalidamakmoer. The five accounts were chosen because of the large number of followers and the five celebgrams are the most phenomenal celebgrams currently in Aceh. The data in this study are in the form of verbal data and are verbal, namely sentence construction that shows the style of repetition. In the process of collecting data, the researcher is the main instrument. In addition, other instruments are also used to assist the operationalization of researchers. Other instruments include recording instruments, writing instruments, data cards, and data classification sheets. This is to facilitate researchers in classifying the data in accordance with the formulation of the problem set. Data collection was carried out in several stages, namely recording the speech of the Acehnese celebrity, recording speech in the form of repetition, classifying the data, analyzing the data, and drawing conclusions.

3 Result and Discussion

Repetition language style is a style of language that contains the repetition of the same words, phrases, or clauses in a sentence. One of the uses of this language style can be found in the ad text. Stashko (2020) [4] says that repetition in advertising is the use of the same words, phrases, or clauses over and over again to form an interesting utterance. This interesting utterance is able to conjure up consumers so that they are interested in the goods and services offered.

The results of the analysis of the data collected from the Instagram accounts @cutbul_real, @khalidamakmoer, @herlinkenza, @dinah_mr, and @kaka_alfarisi show that the five endorsers use several repetition styles in doing endorsements. The repetition language styles found include epizeuksi, tautotes, anaphora, epistropha, mesodiplosis, anadiplosis, alliteration, and assonance. The alliteration language style is the most dominant language style used by Acehnese celebrities. The results of this study can be seen in Table 1.

A. Alliteration

Alliteration is a style of repeating consonant sounds from successive words. This language style can be seen in the following data.

Table 1. The alliteration Language Style

No	Repetition Style	Total
1.	Anafora	10
2.	Epistrofa/Epifora	1
3.	Mesodiplosis	7
4.	Anadiplosis	2
5.	Epizeuksis	5
6.	Tautotes	3
7.	Aliterasi	15

- (1) don't worry about the price, this is a million quality, people's price
- (2) Hampers? Just order here. In addition to the cheap price, it makes Eid even more festive.
- (3) It's super-duper cheap but not cheap.

Data (1) and (2) are sentence constructions containing alliteration language style. This can be seen from the repetition of consonants, sounds, or words in the sentence to form interesting meanings and speeches. The repetition of sounds or syllables in doubtful, millions, and populist words has formed a rhyming utterance. The alliteration forms found in advertising sentences are not only in sound, but also in the repetition of almost the same word forms, as shown in the following data.

Data (3) contains alliteration language style, which is repeating similar vocabulary but having different meanings. This is as seen in the use of the words cheap and cheap. These two vocabularies are different types of words, and have different meanings. Alliteration language style is the most common language style found in the celebgram speech. The same thing is also found in advertisements in magazines (Pathumratanathan, 2012) and also advertisements for clothing (Pho-Kiang, 2020).

B. Anaphora

Anaphora is a repetition style that repeats words in each first line [11]. When doing endorsements, celebgrams use this language style by repeating words in sequence at the beginning of a sentence. The use of anaphora by Acehese celebrities can be seen in the following data.

- (4) This stroller from @greentom_id is really recommended for kids. The stroller is cute and sturdy, this stroller is also light but strong, and the material is also easy to clean!
- (5) Girls' clothes, imported children's clothes, boys' clothes, where else is quality, only at @zulfafashion.id.

Sentences (4) and (5) above are sentences used by Acehese celebrities by using the anaphora style. In sentence (4) the anaphora style is indicated by the repetition of the word stroller at the beginning of each sentence. Next, in sentence (5) anaphora is indicated by the repetition of the word clothes. The use of the anaphora language style aims to attract the attention of listeners (followers) to the advertised product. The anaphora language style used by Acehese celebrities in conducting endorsements is generally represented by nouns. This result is different from that shown by Stashko (2020) that in the slogan in brand anaphora is generally represented by a verb.

C. Epistropha

Epistropha or epiphora is the repetition of words, phrases, or clauses at the end of a sentence in sequence. The use of epistropha at the time of endors as shown in the following data.

- (6) I'm definitely not the only one who likes this perfume. There must be a lot of people who like this perfume. Now you guys definitely want to try this perfume!

Data (6) above is data that shows the use of epistrophe language style. The use of epistrophe language style can be seen in the repetition of this perfume phrase at the end of each sentence. In doing endorsements, Acehnese celebrities very rarely use this style of language. Of the fifty data analyzed, there is only one data that uses this language style. The results of this study are similar to the results of research conducted by Marnetti, (2017) [12] that in the text of environmental slogans there is also not much use of epistrophe language style.

D. Epizeuksis

In the endors sentence of the Acehnese celebrities, 5 sentences were found that used the epizeuksis language style. The use of this language style can be seen in the following sentences.

(7) ...then there are also many types of lip, lip balm, lip cream, and of course the current lip tint, all of which you can find at @narahzabeauty.

(8) This gravy is really delicious, sour taste, sweet taste, and spicy taste, cuss to order!

Sentences (7) and (8) above contain epizeuksis language style. The style of epizeuksis in the sentence above can be seen in the words lip and taste which are used successively in each of the data above. Repeating successively will affect the audience's attention to the word. In data 7 endorsers are inviting listeners to focus on the products offered, namely lip. In data (8), the endorser is offering food products by highlighting the taste of the food. With successive repetition will give emphasis to certain words [13].

E. Tautotes

Tautotes is a style of language with the repetition of words repeatedly in a sentence. The use of this language style can be seen in the following sentences.

(9) ...this sleeping mask is not a mask at all, so this is a product that you can use instead of a night cream, now this sleeping mask is different from a night cream, and the sleeping mask from Raniaglow is the texture, like a gel, the function mainly this sleeping mask is to improve your skin barrier....

Sentence (9) above is a sentence used by Acehnese celebrities by using tautotes language style. The tautotes style is shown by the repetition of the words sleeping mask and night cream. The word sleeping mask is repeated four times and the word night cream is repeated twice. The use of the same word over and over again also aims to make listeners focus on the word, namely the sleeping mask product.

F. Mesodiplosis

Mesodiplosis is a repetitive style of language with the repetition of words, phrases, or clauses in the middle of a sentence [14]. This is as contained in the following endors sentence.

(10) Hi, assalamualaikum masyaAllah, this is manok like kala or Acehnese cooking chicken, you see for yourself, there are so many times, ready, ready to order.

(11) Hmm, there are famous racing noodles everywhere, you guys just want the best racing noodles in Banda Aceh, you guys follow @mamicilet huh!

Data (10) and (11) contain mesodiplosis language style. This language style is indicated by the repetition of phrases like *kala* and noodle racing phrases in the middle of the sentence. Affirmation by using the same word in the middle of a sentence also aims to emphasize the word so that listeners only focus on the word in question. Celebrities generally use this style of language in making endorsements.

G. Anadiplosis

Anadiplosis is a repetition style that uses the repetition of the last word, phrase, or clause in the first sentence to become the first word, phrase, or clause in the next sentence [15, 16]. The use of anadiplosis can be seen in the following sentences.

(12) I've been watching @mamicilet's story yesterday, oh my God, I'm really blown away by the racing noodles. The racing noodles are famous this time. Famous times in Banda Aceh and its surroundings!

Data (12) above shows the use of anadiplosis style by using the first sentence phrase to start the next sentence, namely the use of the phrase noodle racing and famous times. The use of this style of language aims to emphasize a word/phrase to get the listener's attention. Thus, this repetition can help the listener understand the importance of what was said.

4 Conclusion

Repetition language style is one of the rhetorical tools that must be owned by an endorser. This is because the style of repetition is able to give an interesting impression on the sentences spoken. Interestingly, a sentence will attract the attention of followers. Thus, the products offered by endorsers will be in great demand. Based on the results of research conducted on the sentences used by the Acehese celebrities, there are several styles of repetition used. Alliteration language style which is the style of repeating consonant sounds from successive words. This style of language is unique not only from the similarity of sounds in each word, but also from the combination of Acehese and Indonesian sounds. This language style is the language style most often used by Acehese celebrities. Next, anaphora is a language style that repeats words in each first line. This language style is the second language style that is widely used in Acehese celebrity sentences. Furthermore, epistrophe, epizeuxis, mesodiplosis, anadiplosis, and tautotes are also found.

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