

Micro and Macrostructural Analysis on Rolex Watch Printed Ad on the 2011 January Issue of Elle Magazine

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Abstract—This research aims to describe (1) cohesion marks (2) coherence marks (3) situational context on the Rolex Watch printed ad. The sources to support the data of this research is from the 2011 March issue of Elle magazine, meanwhile the main data of this research are in the forms of sentences containing cohesion and coherence markings also the linguistic and non-linguistics markings in the Rolex watch printed ad in the Elle magazine. Data collections are done by observation method and its continuations which are Uninvolved Conversation Observation Technique (*Teknik Simak Bebas Libat Cakap* or SBLC) and Writing Technique (*Teknik Catat*). Data analysis methods used are distributional method (*Metode Agih*) in order to analyse cohesion and coherence, also identity method to analyse the situational and socio-culture context. The validity of the data is obtained through contents' validity and opinions from the experts. The results show cohesion and coherence element on Rolex watch printed ad in Elle magazine have formed significance cohesiveness and format orderliness. Based on the microstructural analysis have been obtained various types of grammatical cohesion in the forms of references, substitutions, elliptic, and conjunctions. Whereas there are repetitions on lexical cohesions are found in the ad. The marking on the coherence are found in the Rolex watch printed ad in Elle magazine are in the form of significance additives and contradictive significance affinity. Based on the macro structural analysis of the Rolex watch printed ad in Elle magazine it has been obtained that the ad show a female model wearing the Rolex watch. The ad title, the type of font used, the text content, and the color of the Les Heroines Moderns; 'Modern Heroines' watch advertisement are interrelated and form the principle of meaning coherence. Based on an analysis of macro-structural devices, the message to be conveyed is that Rolex watches are watches that are durable, modern, and luxurious, suitable for use by people who have a lot of activity. Anyone who uses this watch will seem to be a woman who is independent, mature and calm

Keywords— *printed ad, micro structural, macro structural*

I. INTRODUCTION

Advertisements or ads can easily be seen and heard by us through mass media such as newspaper, magazines, television, radio, etc [1, 2]. Ads are intended for the masses to get accustomed on products offered by companies. As a form of communication or messages from products, ads are used as an attention-getting device. Through ads, consumers are hoped to discover the products offered, and the benefits of the most suited products for the consumers.

Magazine is one of the media used by the companies to offer their products through advertisements [3]. ELLE magazine is one of the international magazine that used by

many companies as promotion media of their products. ELLE magazine is founded by H el ene Gordon-Lazareff on 1945. The advertisements for watches in ELLE magazine emphasize on linguistic context (microstructural) and on situational and cultural context (macro structural) which involved on the background, and coherence between episodes or even between the chapters.

As there are complex contexts, therefore advertisements on wrist watches in ELLE Magazine will be observed using macro and micro structural analysis. There are two main matters that can be formulated which are whether there are microstructural aspects present in the Rolex watch printed ad on the March 2011 issue of ELLE Magazine which involving grammatical and lexical cohesion, also the macro structural aspects present in the 2011 March issue of ELLE Magazine ad involving textual structure, lexical systems, and the contexts.

According to the matters proposed on the formulated matters, this research objectives are to describe micro-structural aspects on the Rolex watch printed ad in the March 2011 issue of ELLE Magazine which include the grammatical cohesion and lexical cohesion also describing macro structural aspects present in the ad which include textual structures, lexis system, and contexts. The results from this research are hoped to be references on grammatical teaching through discourse analysis, French civilization, and introductory discourse on advertisements that can enrich the knowledge about advertisements Medias in France.

The rest of this paper is organized as follow: Section II describes proposed research method. Section III presents the obtained results and following by discussion. Finally, Section IV concludes this work.

II. RESEARCH METHOD

This research uses qualitative method [4]. The research is used due to researcher desire to discover signification phenomenon in advertisements thoroughly. The data used in the research are not statistical data either but in the descriptive manner with words, not numbers. Besides that, through this method researcher would be able to do some explaining on social phenomenon more thoroughly, due to many influences from social contexts, socio-cultural background, and researcher's own subjectivity [5].

The main source on this research in ELLE magazine issued on January 2011. ELLE Magazine is a French magazine first published on 1940 in France and became one of the most popular magazines. The subject on the research

is two items of printed advertisements of Rolex watch. Using advertisement's lines of texts, phrases, clauses, sentence or paragraph as data which supported by visual illustration in the form of company logo, product illustration, and the colour schemes, Data mentioned above has the meaning of the placements or the space where the research object are present. These research objects are cohesive tools and coherence contained in the magazine advertisements of the Rolex watch mentioned above using microstructural approach analysis and macro structural. Data collection in this research uses observation method, which observes the use of the language [6].

In the execution of data selection using observation method are executed by the basic and advance techniques of the method. According to Sudaryanto in [6] stated that basic technique used in this research including tapping technique, that is observing ones use of language. Un-involved Conversation Observation Technique (*Teknik Simak Bebas Libat Cakap*) is the advanced form of tapping technique, in this technique researcher not directly involved in the selection of data, researcher only has the role as observer of the expression shown in the linguistic occurrence outside the researcher. Result data from the observation then to be typed and inputted in the classification table based on the cohesive device type and their own coherences.

In analyzing the data Comparing and Distributional method are used. Comparing method is language analytical method having the determiner tool outside, unattached, and not being the part as the language involved, meanwhile distributional method is a method where the determiner tool is from the language itself. The continuations of this technique are mark reading technique and substitution technique. Mark reading technique means reading the markings inside of a construction [5]. Substitution technique is a data analysis technique replacing one unit of a certain language inside a construction with another unit of involving language in the construction [5].

Based on the determiner tool, identifying method that is used is referential (identity) method. This method is executed through basic and advanced techniques, the basic technique is the sorting of the decisive element [6]. This technique analyses data by sorting linguistic unit using mentally sorting force determined by the researcher [6]. Sorting force in this research is referential that use references or a model referenced by a linguistic unit as the deciding instrument.

The advance technique is a comparative link technique. This technique is done by comparing linguistic units analyzed with determined instrument between all deciding elements which relevant with determined linguistic units [6]. Using the equation on significance in each part of the advertisement here are the examples of identity method to describe the situational contexts in the Rolex printed advertisement.

III. RESULT AND DISCUSSION

In this results and discussion micro and macro structural analysis will be discussed in the form of Rolex watch printed advertisement in the March 2011 Issue of ELLE Magazine.

A. Micro structural analysis

Micro structural analysis on the Rolex printed advertisement includes the grammatical aspect, mean while on the significance side is language structures of lexical aspect which in the end will form the cohesion in the media.

B. Cohesive devices

Based on the results of the research on the Rolex watch printed advertisement it has been found the grammatical cohesion and lexical cohesive tools. Cohesion that form the unity of the media include (1) reference grammatical cohesion, and (2) conjunction grammatical cohesion.

C. Reference Grammatical Cohesion

Reference is a connection between words and their objects between one element of a text with references and interpreted corresponding with the contexts. The connection between each elements can be in the form pronouns, demonstrative and comparative.

Based on the position of the references, it is divided into two types of references inside the text which is called endophora and references outside the text, which is called exophora. Anaphoric endophora happens when one lingual unit referencing to other linguistic unit preceded, meanwhile cataphoric endophora is the exact opposite from cataphoric endophora which referencing on one lingual unit that follows.

According to the result of the analysis on Rolex watch advertisement, anaphoric endophora reference was found. Persona reference or the pronoun found is plural third person. Here is the following example on references analysis results found in the Rolex watch printed advertisement.

Les Héroines Modernes

Elles vivent à cent à l'heure et courent rendez-vous d'affaires en diner tendres. Elles assurent partout avec la même élégance et savent penser à elles sans oublier les autres. A ces aventurières du quotidien, il fallait blason d'exception, une ROLEX.

(Ad. , *Les Héroines Modernes*)

'Modern heroines'

They went through hundreds of business meetings and intimate dinners. **They** move everywhere with the same elegance and can think about **themselves** without ignoring others. These everyday adventurous women deserve an extraordinary symbol, a Rolex watch'

In the discourse of the advertisement of **Les Héroines Modernes** above, there is a reference to the persona, which is *elles* (female plural third people). *Elles* persona reference refers to *Les Héroines Modernes* 'modern heroine'. The reference in *Les Héroines Modernes* is in the text of the ad and is in front of the reference persona *elles* (the referrer). Thus, the *elles* in the sentence above is a type of persona grammatical cohesion that is anaphoric endophora.

D. Conjunction Grammatical Cohesion

Conjunction is one of the grammatical cohesion that supports the integration of a discourse by connecting one element to another. In the analysis of the Rolex watch advertisement coordinative conjunction was found .

Coordinative conjunction is a conjunction that connects words, phrases, prepositions or sentences that have an equal position. The following is the example of coordinative conjunctions found in the Rolex watch ad discourse in Elle France magazine.

Elles vivent à cent à l'heure et courent rendez-vous d'affaires en diner tendres.

(Ad. *Les Héroines Modernes*)

'They undergo hundreds of business meetings and intimate dinners.'

In the example above conjugation *et* is a coordinative additive conjugation. The function of conjunction *et* in the discourse of the ad connecting *Elles vivent à cent à l'heure* with the *courent rendez-vous d'affaires en diner tendres*, as additional information that in addition to their business meetings, they are also having an intimate dinner.

E. Coherence Device

Additive Coherence Relationship

Additive coherence relationship is a relationship that reveals that there is additional information on the information previously conveyed. The coherence of the meaning relationship in the Rolex advertisement in ELLE magazine can be found in the following example.

Elles vivent à cent à l'heure et courent rendez-vous d'affaires en diner tendres.

(Ad. *Les Héroines Modernes*)

'They undergo hundreds of business meetings and intimate dinners.'

The relationship of the meaning of addition from the conjunctions *et*; 'and' which states the meaning of addition. In the example there is additional information about women who not only attend business meetings, but also the woman who goes to intimate dinners.

The existence of this additional meaning relationship can also be known by replacing *et* conjunction with other conjugate markers which indicate the meaning of the addition relationship as in the example.

Elles vivent à cent à l'heure $\left. \begin{matrix} \text{et} \\ \text{ou} \end{matrix} \right\}$ courent rendez-vous d'affaires en diner tendres.

F. Macro structural analysis

Macro structural analysis is a discourse analysis that emphasize on the outline arrangement of the discourse globally. Macro structural analysis on the Rolex watch printed advertisement covers the textual structure analysis, lexical system and contexts. Contexts on this analysis includes the situational and cultural context. Situational contexts cover verbal and non verbal aspect (visual) in the Rolex watch printed advertisements. Verbal and non verbal aspects in the advertisement covers the title, illustration texts, color schemes, and logo. In the following exposure

contained variations of interpretation principal which are personal, temporary, locational, and analogy.

Les Héroines Modernes Ad

This ad is in the ELLE magazine, in the January 2011 issue, Rolex launched a new watch product at that time, entitled *Les Héroines Modernes*. This advertisement is a type of commercial advertising that is intended to gain commercial advantage with the sale of promoted products. This advertisement shows a model with a biker girl-look and wearing a Rolex watch. The dominant color in this ad is black and gray. Based on its constituent components, this advertisement consists of headlines, text (body copy), illustrations, and colors. The following is the advertisement picture of the Rolex watch *Les Héroines Modernes*. shown in Figure 1 below :



Fig. 1. 'Les Héroines Modernes' Rolex Ad

Title

The title of the Rolex watch ad text is in the middle left in the form of a sentence *Les Héroines Modernes*; 'Modern Heroins'. The font used is Century Gothic which has a streamlined, functional, modern and contemporary meaning. Writing *Les Héroines Modernes*; "Modern Heroines" are written in capital letters and the font size is larger than the other writings in the advertisement, the aim is to attract the attention of readers, also to describe the contents of the text in broad outline. The title is located below the text of the content and is next to the exact model of the woman whose purpose is to emphasize the description of the modern heroin of *Les Héroines Modernes*, that is, like the model woman beside him. The title of this ad aims to give a message to the reader if we use a Rolex watch, it will be as impressive as the figure of modern heroine intended by *Les Héroines Modernes* ad on Rolex watch users.

Body Text

The text of the Rolex watch advertisement is an explanation of the title. In the text explained that Rolex watches are watches for women and by using a Rolex

watch, women will appear confidently. The following is the discourse on the contents of the ad text.

Elles vivent à cent à l'heure et courent rendez-vous d'affaires en diner tendres. Elles assurent partout avec la même élégance et savent penser à elles sans oublier les autres. A ces aventurières du quotidien, il fallait blason d' exception, une Rolex.

'They went through hundreds of business meetings and intimate dinners. They move everywhere with the same elegance and can think without ignoring others. These everyday adventurous women deserve an extraordinary symbol, a Rolex watch [7].

The ad text above consists of three sentences. The first and second sentences are compound sentences equivalent to the conjunction *et* ; 'and' which shows the addition relationship. Whereas in sentence three is a single sentence. The three sentences in the advertisement discourse above, using news sentences, the sentence is in the form of news because the text aims to provide further explanation about the idea in the title that is written bigger and in bold.

Illustration

The discourse illustration of the Rolex advertisement above is in the form of a picture of a woman wearing clothing that looks relaxed using a black jacket and socks, gray pants with a helmet. So, the style on the female model is a biker girl style. The watch used by the female model is in the form of a circle with curved chains. The circle on the Rolex watch symbolizes perfection and eternity, in other words this watch has long durability when used, while the curvature of the clock chain has the meaning of speed and agility. The appearance of the female model in this watch ad shows a person who likes challenges but still has elegance as a feminine woman. Meanwhile, the motorcycle used by the female model symbolizes speed and agility.

Colour

The dominant color in the ad consists of black and gray. Black has a mysterious, independent, attractive and strong meaning, whereas gray is a color that symbolizes maturity, calm, unselfishness and wisdom. So, the characters portrayed on the advertising model is a mysterious, attractive, mature and independent woman. This impression can be achieved by wearing a Rolex watch.

The ad title, the type of font used, the text content, and the color of the *Les Héroines Modernes*; 'Modern Heroines' watch advertisement are interrelated and form the principle of meaning coherence. Based on an analysis of macro-structural devices, the message to be conveyed is that Rolex watches are watches that are durable, modern, and luxurious, suitable for use by people who have a lot of activity. Anyone who uses this watch will seem to be a woman who is independent, mature and calm.

IV. CONCLUSION

Based on the research on the discourse of the Rolex watch printed advertisement on the Elle Magazine titled *Les Héroines Modernes* can be concluded that this discourse is a cohesive discourse. The cohesion is supported using various

cohesion and coherence devices. Macro structural analysis is discovered by the situational contexts which are Headline, Text, Illustration, Colour scheme, and logo. Those support the cohesion with their cohesion in terms of the form and the content of the discourse. This signifies the fine outline of the Rolex watch printed advertisement in the Elle Magazine therefore readers can catch and comprehend the information supported by the physical state and the content of the discourse itself.

In this observation of this discourse social structural analysis has not yet been done as the part of discourse's context. Along with the researcher's limitation and discussions that centers on the macro structural aspect this research only focused on the situational context. Therefore, for the future, other researchers may add more thorough observation on the socio-cultural context so this discourse analysis may become wholesome.

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