

8. ADVERTISING JARGON FOR LOCAL PRODUCTS AS CREATIVE INDUSTRY

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ADVERTISING JARGON FOR LOCAL PRODUCTS AS CREATIVE INDUSTRY

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Abstract. In this global era, it is a fact that traditional or local foods are "second-class product" in the community. The existence of regional food is never taken into account. In the culinary field, local or regional foods has always been underestimated. The food area is a product that is always marginalized in the world of cookery. In terms of advertising jargon, the promotion of local food does not use the creative word choice, tasted stale, and old-fashioned so that its existence is belittled. Developing advertisement jargons should serve as the creative industries that favor local products. Therefore, in the midst of the hustle and uproar of modern and foreign products, precisely jargon which is the power of language can be empowered as a creative tool to boost the popularity and positive image of local products. This research will discuss jargon creatively used by local brands that can serve as models for local producers to be compelled to make jargon creative, unique, and high value. For example is jargon in the brand of chocolate made in Garut, West Java, namely "Cokelat Antigalau" (Worry-free chocolate), "Cokelat Enteng Jodoh" (Easy-Love partner chocolate), "Cokelat Cegah Alay" (Tacky-preventing chocolate), "Cokelat High Quality Jomblo" (High Quality Singles chocolate), "Cokelat Antikorupsi" (Anti-corruption chocolate), and so forth, all of which have positive image. It is time for Indonesia to rise up and oppose regional food advertising jargon which impartiality combat against regional food. The food area represented by advertising jargon as the creative industries must be brave to appear distinctively in the market. Local consumers must believe that the food of the region also has the prime quality, competitiveness, and a positive image compared with food products from outside. Therefore, businesses of local produce and advertisement designer must work together to devise jargon with creative words that can boost the positive image of the product and has a high enchantment to attract consumers to buy.

Keywords: Advertising jargon, the power of language, creative industries, positive image of local products

I. INTRODUCTION

There is no doubt that in the field of advertising, language does hold an important role. Language is used as a tool to carry out advertising activity. Language can be a power or strength because that is a mean to realize the vision of a product. Language was used as a mean to persuade consumers and the market through advertising promises. The power of language can not be measured. With language, people can stifle rival products. Language can change public opinion about a product. Language itself can persuade and convince the audience against an ad argument. Through language approach, one can be a loyal customer specific products.

The power of language has been able to boost the popularity and change the image of a product. It is inevitable that language has pervaded our advertising world. Language is always pulsating and wafts in every breath of advertising in Indonesia. Advertising jargon is a language tool to market the product, including local

produce. As a linguist, we can contribute in designing advertisements through making creative jargon.

A. Understanding Jargon

According KBBI [1], called the jargon is a specialized vocabulary used in the field of life (environment) specifically. Harimurti Kridalaksana (2008: 98) in the Dictionary of Linguistics stated that jargon is a vocabulary that is typically used in areas of life, such as that used by car mechanics, carpenter, teacher, and so that is not used and is often not understood by the people from other fields. In the Indonesian Thesaurus [2], also called jargon by patois or slang,

B. Jargon for the Product Ads Benefit

Important indicator of a business is to make sales, both goods and services. If there are no sales, no business is going to last long. Every sale is always preceded by a promotion or advertisement. In this globalization era, advertising has entered almost every corner of life, both in the print media, electronic media, open space, and a variety of angles where human does activity. The ad has a primary role, namely giving information to the public, on the nature

of the goods and services offered and encourage purchases. Advertising is not only required by the industry or the manufacturer, but also the community. Therefore, people need information about products both goods or services before people decide to choose a specific product. In conjunction with the Indonesian language, advertising becomes one of the centers of attention language. In fact, sometimes people imitate the words that exist in the ad and bring the advertising language in everyday life. It indicated a success of ad makers so that the product became famous. Thus, the product also became known and the action of any purchases will be realized. Judging from the role, advertising language is different from the language used in scientific essays, literary, or books. To convey information, ads need to use language that is concise and directly hit into the community. Thus, the language in advertising jargon has its own peculiarities with other languages. Language used are supposedly able to arouse, attract, and move the image of the product, identify, boost desire to have the products, and communicate the message to the audience [3]. Jargon has two main functions, namely to maintain the continuity of a series of ads in the campaign jargon and simplify an advertising message strategy in order to be quick, repeatable, attract attention, and memorable. In some cases, jargon created by using a foreign language, using language with elements of incomplete, illogical, and ambiguous sentences, and does not use local or correct language. It is a linguistic phenomenon that occurs due to the interest of advertisers that the products offered are known by the public. It is time linguists take part to design jargon exciting, straightforward, language is correct, effective, and imaged positive.

C. Semantic and Pragmatics Analytics

Semantics is the science that questioned the meaning attributed to such use, assuming that the language user understands the meaning of the word he used. In the semantic analysis. We are going to be thinking anyway, to whom the word had been addressed, and in that situation how word had recommended, for example, galau, alay, stress, jomblo, high quality. Selection of the word, not only consider the conversation partner, but also wanted to show the character of the speaker. That's why a speaker is not only required to know the meaning of the word, but he also demanded to know when a word can be used, and at the time where the word can not be used.

Pragmatics as one of the fields of linguistics, specialized studies on the relationship between language and context speech. In connection with that, Mey [4] defines pragmatic "pragmatic is the study of the conditions of human language uses a there determined by the context of society", Pragmatics is the study of the conditions of the use of human language specified by a community context.

II. RESULT AND DISCUSSION

A. Advertising Jargon as Creative Industries

Here, will be presented and explained distinctiveness and creative advertising jargon meaning in advertising local food products chocodot of Garut, West Java. Garut is indeed the city that became so popular both by its culture

and culinary so seductive and charming. Garut which is one of the areas east Priangan has distinctive culinary named dodol. Dodol Garut is the food that became an icon very famous second after Garut sheep. Dodol garut made of glutinous rice, coconut milk and palm sugar naturally. It is not complete if visiting Garut without buying souvenirs typical, dodol garut. However, now that the incomplete phrase used has now evolved into Swiss VanJava. Swiss Van Java is the latest nickname of Garut. The nickname was given because Garut became one of the cities that produce chocolate. Uniquely created chocolate is chocolate mixed with dodol garut. Mixing of these two ingredients also inspired the owner to name his creation with the name "Chocodot" which is an acronym of Chocolate dodol Garut. Chocolate flavor combined with the sweet and distinctive flavor dodol will melt in the mouth in one bite us. Savory and sweet chocolate taste of dodol will complement this Garut. We will find a different sensation of eating chocolate. This feeling makes the tourists decide to come back to the Main just to buy Chocodot. Chocodot packaging have unique designs. As Chocodot antigalau, Chocodot prevent Alay and much more. Can not be denied that the advertising jargon requires creativity and high competence. Chocodot easy to find because there are many outlets in several cities renowned in Indonesia such as Bandung and Tasikmalaya. Chocodot variant Chocolate Flavor ginger, Chocolate Taste Cinnamon, Chocolate White and Chocolate Flavor Cabe.

B. Analysis of positive image ad jargon *Chocodot*

Here, we will clarify a positive image both in terms of semantic and pragmatic analysis of some of the jargon product Cochodotads, which are as follows.

Table 1. Analysis of positive image adsjargon Cochodot

No.	Jargon	Semantic analysis	Jargon positive image (Analysis Pragmatics)	The specificity Jargon
1.	"Chocolate Anti galau"	troubled contains a negative meaning, ie <i>ga · lau a, ber · ga · lau a</i> busy abuzz; very crowded; chaotic incoherent (mind); <i>to · ga · 's lau n</i> the nature of (the state of things) upset, while <i>antigalau</i> significantl y positive, that thing	Judging from the advertising jargon, "Chocolate Antigalau" strategy positive promotion aimed at young people aged 15 -25 years plagued turmoil. Said confusion trending and young children often used in conversations both in real life and in social media. Persuasively, manufacturers	Manufac turers jelly selecting and using jargon that has become a <i>trend setter</i> among young people. The targeted market, too, is the majority market for young people account

		or situation that offers a sense of calm, fun, and do not sweat.	make their products as "drugs" bidder troubled.	for 50% of the population in our country.
2.	"Chocolate Rasa Sayang"	Judging from pemaknaan nya, compassion means a feeling of wanting to maintain what is already in the can. Examples might like our favorite objects that always wants us to maintain and we care. Not only objects, affection course can also occur in someone who is dear to us as parents, girlfriend or our official partner (husband / wife). According KBBI (2009), which sa · 1 a love (kpd); love (kpd); love (kpd); 2 v compassion will (kpd); Like so will (kpd); love; loved	by the speech act(speech act), compassion is spoken in the context of seriousness, but it contains something very romantic and coveted. Affection usually is universal and enduring than the love which sometimes has been temporary.	The specificity of affection closer to the word love (love). Compassion is sincere, willing, and always protect, never extinguished, never dimmed, and can never be replaced by anything.
3.	"Chocolate Reject Poor"	Lexically, word poor meaning <i>a</i> not affluent; deprivation (income is very low), while	Jargon "Chocolate Reject Poor" provides a positive and valuable lesson to us that one should not have to	The specificity of this jargon is the learning of life deep, that one should

		starting a meaningful deterrent disaster (danger, disease, etc.). So, poor starting can be defined as 'an attempt to reverse poverty and improve quality of life.'	surrender to the circumstances that befall / or handcuffs. We have to keep working hard, intelligent, and sincere in order to achieve a better standard of living. Jargon it is a spirit that we want to try, look alive, and be proud to be productive.	have activity as the meaning of life through an activity that can bring sustenance as their capital in livelihood and life.
4.	"Chocolate Drug stress"	According KBBI (2009), stress / stress / <i>n</i> <i>Doc</i> disorders and emotional or mental disorder that caused by external factors; tension. Drug <i>n</i> means 1 <i>Far</i> materials to reduce, eliminate disease, or to cure someone's disease; 2 <i>Kim</i> chemicals (for various purposes). So, lexical, significant stress drugs 'drug that alleviates / eliminates clutter / mental tension'.	"Chocolate Drug Stress" can be understood as a pragmatic manner jargon positive and could be considered as a supplement to negate the emotional tension or stress. Stress or depression in a simple sense is a condition where a person's mind or inner depressed by something, so emotional disturbance, minds, and souls of people who experience it. This pressure is typically caused by different kinds of life issues such as, economic, social. Stress can also be caused by excessive fear or anxiety is excessive. However, stress can also be caused by lifestyle factors that	The specificity of this jargon is consistent with the study conducted by experts who do the 60 shows drinking two cups of chocolate a day can increase blood flow to the brain that can improve the health and memory. Researchers believe that the rich in flavanol content of chocolate has an important role.

			are not healthy, such as eating high cholesterol foods, often staying up late to bed after midnight.	
5.	"Chocolate Prevent Alay"	In KBBI not found understanding Alay for Alay categorized as slang instead of the standard language. Alay is a term that refers to a phenomenon of teen behavior in Indonesia, "Alay" is an abbreviation of "kites child" or "children lebay" This term is a stereotype that depicts the lifestyle garish or tacky. Moreover, Alay refers to a style that is considered excessive(<i>lebay</i>) and is always trying to attract attention. So, "Chocolate Prevent Alay"	Someone who categorized Alay generally has a unique behavior in terms of language and lifestyle. In the style of language, especially written language, referring to the pleasures. Alay teen combine uppercase-lowercase, combining letters with numbers and symbols, or abbreviate excessively. In the style of talk, they talk with intonation and excessive force. In the Philippines there is a similar phenomenon, often referred to as <i>Jejemon</i> . Alay is a minority group that has unique characteristics in which the appearance and the language they use is sometimes blinding and painful ear to the majority who are not used to socialize with him. Usually <i>Alayers</i> (name of the <i>Alay</i> people) has its	The specificity of jargon "Chocolate Prevent Alay" is that advertisers really understand the world of young people who love to use the term slang, the term typical teenage world.

			own fashion trends that can spread rapidly like a virus outbreak among the <i>Alayers</i> others, thus creating a uniformity of shape a little unusual. Therefore, "Chocolate Prevent Alay" pragmatic raises the maximum positive, which teaches the audience that the behavior that tracks can be prevented by consuming their products.	
6.	"Chocolate High Quality Singles"	Jargon High Quality Singles or 'high-class singles or top level'. Jomblo means they own or have not been paired.	In pragmatic, singles are high class or the upper level refers to a person or a subject who has a positive attitude and the quality of high self-esteem, people do not feel the status of singles is a thing that makes her self to be pitied. They can actually prove to everyone that the singles can enjoy life, confident, still hang out and socialize, and also looks attractive even though the status of single.	Jargon "Chocolate High Quality Singles" contains the promotional strategy was great to change the construction of thinking our society because society we tend to view negative status single. It thus able to make the singles feel inferior, and his life is meaningless. With the "Chocolate High

				<i>Quality Singles</i> can trigger the spirit of the singles to keep thinking positive, optimistic, and keep working to pursue ideals.
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4. Advertising jargon "Chocolate Antigalau" "Chocolate R" Chocolate Prevent Alay "desperate shame" "Chocolate Reject Poor" "Chocolate Drug Stress" "Chocolate High Quality Singles" in semantics and pragmatics able to increase the joy positive local product which gives the impression of a modern, fun, independent, and primed for consumers who enjoy it.

III. CONCLUSION

Based on the above discussion, found things as follows.

1. Language can be a power/ strength because that is a means to realize the dream of behavior of a product.
2. Jargon growing ad should serve as the creative industries that favor local products.
3. Jargon with creative words that can boost the positive image of the product and has a high magic power to attract consumers to buy.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5
