

LANGUAGE OPTIONS IN FOOD PRODUCT ADVERTISING ON YOUTUBE

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ABSTRACT

The purpose of this study is to describe the form of language choice in speech events in advertisements for food products on YouTube and to describe the factors that determine the choice of language in speech events in advertisements for food products on YouTube. This research uses a qualitative descriptive research type. This research was carried out from December 2020 to May 2021. The data taken in this study were the utterances of commercial stars in 20 advertisements for food products on YouTube videos which were transcribed in written text. The data source used is food product advertisements on YouTube. The data collection technique used in this study is the note-taking technique. The data validation technique uses triangulation techniques. The method used in analyzing the data is the intralingual and extralingual equivalent methods. In food product advertisements on YouTube, 9 data were found using single language variations. Code switching data was found to be 2 codes. Then the ads using code mixing totaled 9 data with the form of words and phrases.

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INTRODUCTION

Language is a means of connecting that can be used for all aspects of life, one of which is social life. So, language is a means for humans to convey various needs with various fields that accompany it. Therefore, language is a tool for interacting with various linguistic phenomena entering various aspects of social life (Aswadi & Susilawati, 2017). Language is used as a means or tool of communication in society. The use of language as a means or tool for conveying ideas and ideas so that a person is able to communicate well with other people, is able to understand each other's personality, exchange ideas and knowledge (Fauziyah et al., 2019). There are so many languages in Indonesia and the variations of the languages that arise make a speaker able to choose a language according to the context and whereabouts. According to Sulastriana (2017) in the state of language

in Indonesia, the study of language choices that exist in Indonesian society is related to the problem of language use.

The approach used in this study is a sociolinguistic approach. Sociolinguistics is an interdisciplinary science between sociology and linguistics, a combination of fields of science that are very closely related, so in order to understand sociolinguistics it is important to discuss the meaning of sociology with linguistics in advance (Fitriani et al., 2017). Sociolinguistics can be used to interact or communicate, sociolinguistics is a guide in interacting by showing the language, style of language, and the variety of languages used when talking to certain people (Chaer & Agustina, 2014).

With regard to sociolinguistics, language variations will arise. According to Chaer, language variations are the many varieties of languages that result from social communication activities carried out by non-homogeneous speakers (Prayudi & Nasution, 2020). Language variations are divided into 4, namely: variations in terms of speakers; variations in terms of usage; variations in terms of formality; and variations in terms of facilities (Chaer & Agustina, 2014). Variations in terms of usage are divided into 3, namely: military language variations; journalistic language varieties; as well as variations in scientific language (Chaer & Agustina, 2014). Variations in terms of formality are divided into 5 kinds of styles, namely: formal, frozen, intimate, relaxed, and business styles.

In this case, it has to do with the state of language in Indonesia. The study of language selection in Indonesia is related to the problem of language use in bilingual and multilingual societies. Thus, the linguistic situation in Indonesian society is marked by the use of two languages, namely the regional language as the mother tongue (in most Indonesian people), Indonesian as the national language, and a foreign language (Sulastriana, 2017). According to Sumarsono, there are three types of language choices in terms of sociolinguistic studies, namely code switching, code mixing, and variations in the same language (this type of language choice is often the focus of studies on language attitudes). The context of language choice in code-switching occurs because of the transitional symptoms in language use and changes in language situations. On the other hand, code mixing is a symptom of language switching that occurs at the word and phrase level only (Jamil & Wirduna, 2017).

The choice of appropriate language is also carried out on something that we often encounter, namely advertising. We usually encounter advertisements in certain brochures, but we also encounter many advertisements on digital media such as television, radio, YouTube, Facebook, and others. The use of advertising through digital media has a wider reach. One thing that we pay attention to from an advertisement besides its appearance is the choice of language used in the advertisement, because the choice of language is very important so that the content and objectives of the advertisement can be easily understood by potential consumers. According to Shimp, advertising objectives include: providing information, persuading, reminding, adding value, and accompanying (Fakhriyah & Suwardi, 2019).

Access to online advertising on social media is now increasingly widespread, beating advertisements in print media, such as daily newspapers. It has been acknowledged that online media has implications for the development of access, performance and advertising spending done online. Therefore, business developments in online media show that digital markets are currently very valuable, especially in the type of communication content in advertising marketing to develop access and marketing performance for various products (Tasruddin, 2016). According to Duriyanto, the word advertising (advertising) comes from from Greek which has a more or less meaning, namely 'to lead people to ideas' (Lukitaningsih, 2013). While the broader meaning of advertising is all forms of activity to create and market goods, services, or ideas indirectly financed by certain sponsors. We often see forms of digital advertising on social media, one of which is YouTube.

Youtube is a social media or video sharing website, users can watch videos that are currently popular and can upload videos that have been made to be enjoyed by a wide audience. According to the Association of Indonesian Internet Service Providers (Nurhadi, 2020). Youtube is very well known in Indonesia with a total of 143.26 million users or around 54.7% of Indonesia's total population of 265 million. Based on the number of active Youtube users per month, including public figures who are active in sharing daily activities with the public through the YouTube channel. Youtube also contains a lot of educational videos that can help to be used as learning materials for children or adolescents who are undergoing a study from home policy.

One of the ad examples above will be analyzed for its choice of language according to its form and the factors that determine the choice of language. The choice of language used in an advertisement has a special meaning to be able to make potential consumers interested when viewing the advertisement. The use of language used in advertisements is very interesting and useful if studied more deeply. One of the advertisements that attract attention is food product advertisements, in a food product advertisement apart from the visuals of the food product itself the use of unique and interesting language is also very important because the more attractive the choice of language used, the more consumers want to try it.

Research that is relevant to this research was first conducted by Bagut, (2019) which discusses the use of language in beverage advertisements. The purpose of this research is to find out the forms and functions of language use in beverage advertisements on YouTube. The approach used in this research is a qualitative approach and uses the observing method and note-taking techniques as the data collection method. The similarities between this research and this research are the same in examining the use of language in advertisements on YouTube, and the same in the use of observing methods and note-taking techniques as data collection methods. The difference between this research and the research that will be conducted is that the object of the advertisement under study is only beverage advertisements,

The second research was conducted by Lestari & Ariyani (2017) which discussed the use of language in beverage advertisements. This research aims to describe

circumstances, conditions, or other matters including speech studies, the method in this study is descriptive qualitative. The similarities between this research and this research are examining the use of language used in an advertisement, the next equation is the same in the use of qualitative descriptive methods. The difference between the research conducted by Desi and the research conducted is that this research uses only beverage product advertisements as objects for analysis, then the next difference is that this research analyzes advertisements on television while this research is advertisements on YouTube which will be the object of research.

Subsequent research was conducted by Puspita Sari (2017) which discussed outdoor advertising. The purpose of this research is to find out various events of the use of advertising language in outdoor media in the city of Banjarmasin, the method used is descriptive qualitative. The similarities between the research conducted by Yuliati and this research are that the object of research is the choice of language used in an advertisement, and the method used is descriptive qualitative. The difference between the research conducted by Yuliati and this research lies in the media for taking the object. Yuliati's research examines the choice of language used in advertisements on outdoor media, while this research examines the choice of language used in advertisements on YouTube.

Based on the description that has been explained, the author is interested in researching the choice of language in advertisements on Youtube social media. Thus, this study aims to. Describe the form of language choice in speech events in food product advertisements on YouTube. This research provides results that are expected to help and benefit audiences in choosing the language used when creating an advertisement.

METHODS

This research uses a qualitative descriptive research type. Because the data is taken from YouTube, this research can be done anywhere because it is not fixed in a certain place. The time of this research was 6 months, starting from December 2020 to May 2021. The data taken in this study were the speeches of advertisement stars in 20 food product advertisements on YouTube videos and had been transcribed in written text. The data source used is food product advertisements on YouTube. Data retrieval has the consideration that the speech in advertisements contains language variations, and uses the current language. The data collection technique used in this research is the free-viewing technique involving speaking and note-taking. According to Sudaryanto, the listening technique is free and capable, meaning that the researcher is not involved in dialogue, conversation, or tibal speech, so they don't participate in the conversation process of people who talk to each other (Agustinuraida, 2017). Data collection was carried out by recording advertisements on YouTube videos and then transcribing them in the form of written text. After transcription, speech events were found in YouTube advertisements.

Efforts to maintain data validity or data credibility in this study use triangulation. The first triangulation, namely triangulation of sources, will be carried out by re-checking the data through a review of the choice of language used in YouTube advertisements.

Second, investigator triangulation by involving observers other than researchers to examine the results of data collection. Third, theory triangulation, namely by checking the suitability of the theory used by referring to the source of the theory used to strengthen the data. The method used in analyzing the data is the intralingual and extralingual equivalent methods (Mahsun, 2017). The intralingual equivalent method is a method that refers to different meanings in a language or is lingual.

RESULTS AND DISCUSSION

Forms of Single Language Variations in Food Product Ads on Youtube

There are several speeches or conversations in food product advertisements on YouTube that use a single language variation. Advertisements that use a single language variation are advertisements whose speech uses only one language, for example only Indonesian or English without inserting words from foreign languages. In this research

Research on language choice in food product advertisements on YouTube found 15 advertisements using single language variations in Indonesian and English. The single language variations in Indonesian are as follows.

Hello Pandas

Narrator: *Hello Panda, Hello Panda, Hello Panda. Everyone likes the biscuits, the biscuits are delicious filled with delicious chocolate and strawberry flavors. Hello Panda Hello Panda delicious filled biscuits.*

Speech in Hello Panda product advertisements uses a single language variation, namely Indonesian without the use of other languages. Hello Panda is a children's snack product, the context of the advertisement shows the activities of several children who are still in elementary school playing and eating together. In accordance with the product marketing target so that the ad uses a single language variation to make it easier for children to understand the ad.

Mcdonalds

Narrator: *Where else is nature as fertile as this, it produces the best, it is maintained by tradition. Thirty years together, maintaining the same taste of warmth, served for Indonesia. Where else? Many stories are present here. Cheerful atmosphere all special. Where else but at McD?*

Speech in an advertisement can be conveyed in various ways including by using songs, poetry, and others. Mc Donald's ad shows a sequence of scenes from how to get food ingredients to be processed to the atmosphere at a Mc Donald's place where there are many people enjoying food. The choice of language in this ad is a variation of the same language because it only uses Indonesian.

Qtela

Ad star 1: *I'm really the son of the sultan, but it's been a long time since I passed, my brother would have seduced me. In the end it's always like that, let's just hurry up and sell it quickly.*

Ad star 2: *Yes, that's how my mother's tongue is good at martial arts in the Indonesian style.*

Narrator: *Always choose Qtela, the Taste of Indonesia.*

The choice of language used in Qtela's advertising story is a single language variation. He uses Indonesian by singing at a fast tempo. Qtela advertisements show the utterances used when bidding on goods in the market, therefore the use of language is very relaxed and informal.

Coco Krunch

Narrator: *What do children like in the morning? Their pillows. Give them koko krunch nutrismarta... A delicious combination of whole grains, B vitamins and iron. Let's help them be more enthusiastic while learning. Koko first, then school.*

The use of business or consultative style is very visible in the advertisement video for this koko krunch product because even though it is not classified as informal, in this advertisement the speech events that occur are only carried out by the narrator who explains the product, the speech events in the family described are not shown.

Milna Nature Delight

Narrator :*Kids really can't peel their own fruit, kids really can't choose their own fruit, kids really can't chew fruit this easy. Milna nature delight with one hundred percent real fruit, no preservatives and no added sugar. Easy way to eat fruit. For real children, rather than mothers who are complicated to the point of being overwhelmed, just bring milna.*

Commercial star: *That seems delicious.*

Narrator :*Hus can't, that's for real kids you know.*

The Milna Nature Delight product is a food product for children, the ad concept is also unique by using an adult ad star who pretends to be a child then the narrator's voice in this ad is also different from advertisements in general, the narrator's voice in this ad uses the voice of a young girl and make this ad fit perfectly with its marketing target. The choice of language in the advertisement for Milna Nature Delight products is a single language variation, namely Indonesian and without any foreign languages interspersed so that it is easy to understand and attracts the attention of the target market for Milna products, namely mothers to give to their children.

Sari Roti Jumbo

Ad star 1: *Sari jumbo bread, jumbo filling, delicious bread. The bored, the busy alone.*

Don't get it, don't get it. Sari Roti Jumbo, the idea is jumbo, everyone likes to just mix it with Sari Roti Jumbo

Narrator: *Jumbo Bread. Lots of content, satuin atmosphere.*

The advertisement for Sari Roti Jumbo contains the concept of a large family that is busy with its own activities and then can get together and eat together again. In this advertisement, there is no conversation or questions and answers between family members, but only the main advertisement star (who plays the role of a mother) who sings and then follows the narrator who mentions the product and the product's tagline. The choice of language in this advertisement uses a single language variation, namely Indonesian but uses an informal variety because it is delivered by singing.

Sarimi

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Narrator : *From Sarim*

Ad star : *From the aroma, it's already tempting. The savory...The delicious...
Incredibly Chewy, the noodles are springy. Sarimi tastes like kick, Oh sarimi....*

Narrator : *Sarimi, it's delicious to make you shake*

The context of the Sarimi product advertisement shows three advertisement stars, even though they eat and dance together, the advertisement's speech is only made by the advertisement star as the first person to eat Sarimi. The choice of language in this advertisement is a variation of a single language, namely Indonesian and no other language mixtures, speech events in this advertisement are carried out by singing so that they use Indonesian which is easy for the public to remember.

Success Noodles Fill Two

Ad star 1: *Success noodles really make you successful*

Narrator: *Successful noodles contain two prices, saving many variants*

Ad star 2: *Kremess is sharp*

Narrator: *The seasoning is the most suitable for a satisfying portion, once you slurp it makes you smitten*

Ad star 3: *So successful*

Narrator: *Success, success, success, satisfaction, eating noodles, success, contents of two, so that you are successful. From wingsfood.*

The speech in the Mie Sukses Isi Dua advertisement uses a single language variation, namely Indonesian only and does not contain words, phrases or sentences from other languages. The context of the Mie Sukses Isi Dua advertisement shows several people at the night market trying Mie Sukses and commenting on the taste of the product, therefore the use of Indonesian in this advertisement is very relaxed, as evidenced by the sharp word when expressing savory taste.

Nissin

Commercial star: *Sweet for my sweet sugar glass yummy. Nissin ButterCoconut, Nissin Butter coconut.*

Narrator: *Nissin Coconut Butter blended with coconut and sweet sugar glaze.*

Commercial star: *Sweet for my sweet sugar glass yummy. Nissin ButterCoconut, Nissin Butter coconut.*

Language in advertisements can attract the attention of potential buyers. The use of language in Nissin Butter Cococnut advertisements uses the same language variation, namely English. All of the advertising stars used in this advertisement are not from Indonesia, so the language used is not Indonesian. The context of this product advertisement is a group of teenagers playing together.

Forms of Code Switching in Food Product Ads on Youtube

Mie Sedap Salero Padang

Ad star 1 : *Hello guys*

Commercial star 2 : *This is new*

- Ad star 1 : Padang salero delicious noodles are really delicious
Ad star 2 : The taste of the Padang curry is really good, the green sauce is original.
Ad star 1 : Savory rendang chips
1&2 stars : *The taste is real*
Ad star 1 : Mie Sedap Salero Padang. Hurry up and try.

The choice of language in the Mie Sedap Salero Padang advertisement begins with the word hello guys, the word guys replaces the word greeting to other people or to friends. The choice of greeting language in this advertisement uses English which tends to bring the conversation to a more relaxed direction because the word guys is now very familiar in Indonesian society because it is often used by several YouTubers.

Krisbee

- Narrator : *Crispy french fries*
Commercial star : *great for making kress...*
Narrator : *Crispy french fries*
Commercial star : *cocol cocol makes kres...*
Narrator : *Crispy french fries*
Commercial star : *great for making kress...*
Narrator : *Crispy french fries*
Commercial star : *cocol cocol makes kres...*
Narrator : *Krisbee French fries crisp*

The potato is crispy, the tomato sauce is delicious, let's try it.

The Krisbee advertisement displays speech events by singing, the use of the singing concept will be more interesting and easier for the audience to remember. The speech events in this advertisement include language code switching in the form of a phrase, namely Crispy french fries sung by all the advertising stars, then after that the lyrics used are in Indonesian, namely cool to make it cool. Using the phrase Crispy french fries to replace the phrase crispy french fries to make it more attractive to candidates consumer.

Forms of Code Mixing in Food Product Ads on Youtube

Wonderfulls biscuits

- Ad star 1: *The cash is lacking*
Ad star 2: *Cashew I have a lot, in biscuits wonderfulls*
Ad star 1: *Cashew? hahaha cash? And cashew? smart you!*
Ad star 2: *That's a lot of cashew, right?*
Ad star 1: *delicious*
Narrator: *Made from the goodness of cashew and butter with an abundant sprinkling of cashew on delicious, wonderful biscuits*
Ad star 1: *Wow, great idea, let's try it*
Narrator: *New! Wonderful Biscuits.*

The Bisquant Wonderfulls advertisement contains mixed language codes in the form of words that use English, namely cashew. The word cashew means cashew nuts, the choice of the word cashew is due to its unique function so that it can attract the attention of the audience.

Better

Ad star 1: *Oh, the pile of tasks is annoying. Well.... where is it better to run out again.*

Ad star 2: *Make it at home, buy a Better Bite Pack containing ten.*

Narrator: *New, better bite pack contains more. The biscuits are crispy covered with lots of chocolate and full.*

Ad star 2: *Hemm, so the mood is better, right?*

Ad star 1: *Yes, the mood is better, the job is done.*

Narrator: *The better the chocolate, the better the mood. Don't forget to fill in ten for at home.*

The Better Bite Pack food product is an innovation from the Better brand with a different form, namely one pack containing ten biscuits. Because the ad stars are teenagers, the speech events that occur are sung in a relaxed manner. There is a word that causes code mixing when the speech event occurs, namely better. In this advertisement, the word better is mentioned many times, better in this speech event has two meanings, namely a product brand and a word in English which means better. The use of the English word better is to attract the attention of the audience because it is the same as the product brand, so the message to be conveyed in this ad is that by eating Better, the feeling will change for the better.

Roma Waffello

Ad star 1: *Honey, I brought Italy here.*

Ad star 2: *Wow my favorite Chocolate wafello and Butter Caramel.*

Ad star 1,2: *Roma delizioso cream waffles.*

Advertisements for Wafello food products use rising advertising stars, namely Amanda Manopo and Arya Saloka, who are famous for their soap operas that make many people feel carried away. This ad contains mixed language code in the form of the word, delizioso. The wafello product has a slogan that promotes the taste of Italy, in accordance with the product, this advertisement carries a unique theme, namely a pair of lovers having a picnic and then the man brings Wafello products but says he is bringing Italy. At the end of the scene the ad star says the word delizioso which means delicious in Italian. The background of this ad is also designed to look like it is in Italy, the word delizioso is used to add a lively atmosphere.

silverqueen

Ad star: *My taste is different, cool, fun, exciting, fresh, cool. This is how I feel, how do you feel?*

Silverqueen product advertisements are played by young and contemporary ad stars, ad stars describe themselves by singing and dancing freely. The speech made by the star of this product advertisement contains code mixing because in the sentence when singing, there are several words that use English, namely fun, fresh, and cool. The use of

the word fun in the advertisement is to describe oneself and is caused by the participants because the advertisement stars and the target market for Silverqueen products are young people so the choice of words taken is relaxed and often used by today's youth.

Potabee Wagyu

Narrator: *Now, Potabee wagyu beef steak, the steak is hemm tasty. Sprinkled with savory original wagyu pieces. The potabee wagyu beef steak was crispy.*

The speech in the advertisement for the Potabee product flavored with wagyu beef steak contains mixed word forms, namely the word tasty. The context of this advertisement is that the narrator explains the product, then inserts the word tasty when explaining the taste of the product to attract the attention of potential customers.

Superstars

Commercial star: *Don't be sad, let's be happy*

Narrator :*Superstar triple chocolate is full of outer chocolate inside of the triple chocolate make full happy inside and out.*

Commercial star: *Eat superstars every day to be happy every day.*

Superstar product advertisements make the tagline triple brown, the use of the word triple will attract viewers more than the use in Indonesian, namely three times as much as the use of the word full will also be more interesting than the word full. Lastly is the word happy which means happy, because the ad stars are young people who are active on social media, so they use words that are often mentioned by young people as well so that these ads reach their target market, namely young people.

Beng-Beng

Narrator: *Express your feelings by beng-beng share it special edition with line and friends. Soft caramel, crispy chrispy rice, and wafers covered in real chocolate in one bite, let's collect all the series.*

The speech in the Beng beng share it advertisement contains code mixing in the form of the phrase "chrispy rice". The context of the Chrispy rice speech is the narrator who explains the composition of the Beng beng product. the use of the phrase chrispy rice in this advertisement to show the composition of the product is a unique composition.

Chitato

Ad star 1: Chitato is really good

Narrator: *Want to know why chitato can be this delicious? This is all because...*

Farmers: *I*

Narrator: *Yes, it comes from selected superior seeds planted by local farmers, producing the best real potatoes which make chitato really taste like potatoes. Chitato, life is never flat.*

The stars of the advertisement for chitato food products are two men and one woman who are friendly and look familiar so that the language used uses a variety of relaxed language as evidenced by the word really which replaces the word "very" to make it look relaxed. There is code mixing in the phrase spoken by the narrator which is located in the product tagline life is never flat, which means life is never flat. A product does use

a lot of taglines to attract attention and be easily remembered by the audience. Chitato products always display the advertising concept of youth friendship with various activities so that they use the tagline life is never flat in order to attract their target market, namely young people.

Japota

Commercial star 1: No! My Japota was almost pegged with chicken, the chips were thin, the taste of onion chicken with pieces of real fried onions. It's good that one isn't enough.

Ad star 2 : Try it, please.

Narrator : See, try Japota. It's good that one isn't enough.

The use of language in the Japota advertisement contains code mixing in the form of a baster, namely the chips in the middle of the sentence. The baster chips are used to replace the word chips. The context in this advertisement is a man who is eating Japota products and then his friend (a woman) appears asking for the food that the man is eating. Because the friendship is quite close, the speech used is casual speech, then the baster chips appear when the male advertisement star explains Japota products to his friends so that they look cooler and make his friends interested.

CONCLUSION

Several types of language choices are single language variations, code switching, and code mixing. In food product advertisements on YouTube, 9 data were found using single language variations, namely only using one language, for example only Indonesian or only English. Code switching data was found to be 2 codes. Then the ads using code mixing totaled 9 data with the form of words and phrases. The choice of language is used to adjust the target market of the products displayed. If the target market is children, a single language variation will be used to make it easier to understand. If the target market is teenagers or young people, then code switching or code mixing with English can be used to make it look more contemporary and interesting.

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