LEXICAL FEATURES OF ENGLISH ADVERTISEMENT TAGLINES DURING PRIME TIME

Gregorius Aditya Christianto
Sanata Dharma University
correspondence: adit.gregorius@gmail.com
https://doi.org/10.24071/uc.v1i1.2846
received 10 March 2020; accepted 8 April 2020

Abstract
Advertisement language employs certain characteristics which make its usage unique so that it is interesting to explore. There are 2 research problems addressed in this study. The first is to classify and analyze lexical features which are contained in English advertisement taglines during prime time moment. The second is to figure out what triggers the dominant lexical features used in English advertisement taglines during prime time. The data were taken from English advertisement taglines during the period of prime time in any local television stations in Indonesia. This study used document analysis method and was categorized as a qualitative research. Six lexical features were proposed to classify and analyze the data, namely colloquial words, coinages, loanwords, use of verbs, use of adjectives, and frequent use of compounds. The results of the study were there are six lexical features used in English advertisement taglines during prime time and the most three dominant features are colloquial words with 40%, use of verbs with 28.57%, and use of adjectives with 18.57%. There is a similarity between three of them that all of them employ monosyllabic words so it makes easier to catch by the audiences.

Keywords: wording characteristics, advertisement, prime time, lexical feature

Introduction

Advertising is around everybody all the time. When someone watches television, listens to the radio, or even just reads a magazine or a newspaper, everyone always faces advertisements. Lapsanska (2006) also states the same that advertising has become the part and parcel of present-day life. Advertising is really near to everyone around the world.

Advertising, which is originated from Latin word "advertere", means "to inform somebody of something", "to bring into notice" or "to draw attention to something" (Cook, 2001). Cook (2001: p. 182) defines advertisement as a picture, a short film or a song which tries to persuade people to buy a product or service. Based on two definitions previously, the researcher underlines the phrases "to draw attention to something" and "tries to persuade people to buy a product". It means that an advertisement or advertisement copywriter should be effective in making the advertisement so that it can grab people's attention to buy the product. This researcher's opinion is in the same track with the advertisement expert (Matt, 2008) who says that a good advertisement must grab people almost immediately. It is very important that any ad can be able to grab someone who glances for just a second.

There are still more explanations about advertisement and how it deals. However, although advertising can be defined in many different ways, the essential points concerning its definition may be summarized as follows: "advertising is a kind of extensive communication of information usually highly paid for and strongly persuasive by nature" (Arens & Bovee, 1995). Meaning to say, someone will pay for a high price for the persuasive power which advertisement language has. It differentiates from other standardized form of languages.

Matt (2008) explains briefly, there are at least ten principles of a good advertisement, that a good advertisement should grab people easily, be clever and creative, speak loudly, do not make the reader think too much, make sense, be informative, be memorable, give off a feeling, show not tell, and use humor. Those are the basic principles of a good advertisement. The basic principles of advertisements can be useful to understand the nature of advertisement language which differs from a formal language.

Based on the previous information, advertisement language employs certain characteristics that make differences from any non-advertisement language. For example: "It's finger-lickin' good!" (Kentucky Fried Chicken or KFC slogan in 1952). This ad slogan is very eye-catching because it uses a slang word finger-licking that means extremely delicious. If the slogan is transformed into a non-advertisement language, it would be "It is very delicious!" and the sense would be different as well. It is because in "It is very delicious!" the sentence is too plain for an advertisement language should be. It does not give any impressions toward audience. Therefore, KFC copywriter chose the first tagline to sell the product.

Indeed, the words or sentences used in advertisement should be powerful. Otherwise, it makes no changes for people who read, hear or watch the advertisements. In this case, the advertisement fails to persuade people to be interested in the product that is being advertised. Thus, there are techniques and methods as the researcher has mentioned in the previous paragraph. The techniques, methods, or principles about advertisement text is in the scope of morphology study especially study on wording characteristics or commonly known as lexical study. More explanations about lexical features will be explained in the page 12 up to 18, which are meant to be literature review pages.

Television as a medium of communication in advertising cases has more advantages than printed advertisements. According to Gilson (1980, p. 427), a television advertisement has the real-life qualities of movement and sound to capture the audiences' interests. TV is an ideal vehicle for showing the product in action. In addition, it can create mood situations with music and dialogue that in just a few seconds can make the audiences laugh out loud or blink back a tear. Television is believed to be an effective medium towards advertisements nowadays.

Despite of the importance of advertising in persuading people to buy the product that is advertised, there are two crucial factors that follow in influencing the rate or revenue of advertisement in television. The factors are the duration of the advertisement and the time of the advertisement broadcasted. The time is related to the amount of people watching the television. According to Nielsen Media Research (NMR) as cited by Ryanurti (2013: p. 3), prime time is a moment when everybody has gone home and been watching television, it is started on 07.00 P.M until 09.00 P.M. Compared to other time, prime time is believed will result in a

higher rating. This understanding makes the programs which are broadcasted in that time will cost for high revenue (Ryanurti, 2013).

In prime time, television can attract millions of viewers, like no other media can do. The amount of viewers will be an important factor because that is what a station can sell to the advertisers who want to reach people through the message from the advertisement which is broadcasted (Ryanurti, 2013, as cited in Morrisan, 2010: p. 235).

It is relevant for English Language Education Study Program (referred as ELESP later on) students to study the nature of advertisement language for two reasons. The first, the wording characteristics in terms of lexical features on the advertisement taglines has special characteristics since each tagline or slogan is unique, creative, and able to attract consumers' attention. Arens (2006, p. 417) states that an effective tagline should provoke audiences' attention and present the selling message. In purpose of making the words in tagline interesting, sometimes the copywriter breaks the rules of ordinary usage (Cook, 2001, p. 115), one of them is by using wordplay or as this study concerns, by making use of certain characteristics in lexical features. The words which are used in advertisements contain lexical features which can be analyzed in the scope of morphology. In addition, it reflects the cultural preferences and traditions of a country, thus it can be used for pedagogic purposes to raise awareness of the specific linguistic and cultural features of the foreign language. Moreover, influenced by prime time, the advertisement copywriters compete to make attractive advertisements. Thus, there will be more attractive advertisements to analyze. The second, the data in this study can be used in Morphology and Syntax course as a learning material. This research focuses on the lexical features used in English advertisement taglines during the prime time moment in Indonesia local television stations, such as Trans TV, Trans 7, SCTV and RCTI.

Based on the research background stated previously, the research problems are formulated as follows. First, what are the lexical features of advertisement language found in advertisement taglines on television during the prime time? Second, what triggers the uses of dominant lexical features?

Literature Review
Advertisement Tagline

Advertisement tagline is a sentence and or a phrase that becomes a jargon in the advertisement. Advertisement tagline contains features of advertisement language in order to grab people attention. It is usually placed in the end of advertisement text. It is also called ad slogan. According to the book Creative Advertising by Whittier (1955), a slogan should be a statement of such merit about a product or service that is worthy of continuous repetitive advertising; is worthwhile for the public to remember; and is phrased in such a way that the public is likely to remember it. In this study, taglines which are selected are advertisement taglines that contain English as the language.

Copywriter

Copywriter is a person who writes content that sells. The content can be in a form of sales letters, magazine ads, newsletters, newspaper ads or brochures. The content can also be in form of direct mail pieces, jingle or tagline. According to

Jomuli (2013), copywriter has to research the market and the product, to find the reason why people could buy the product (related to people' wants and desires), and to know what they want most. There are a lot of things to be done before a copy is finally written. This could take a week to two weeks depending on how fast a writer does his or her work. Albert Lasker, father of advertising, mentions copywriter as a salesmanship in print.

Lexical Feature

Lexical feature is a characteristic of a language which distinguishes a certain linguistic aspect on a certain phenomenon. The feature which is brought in this study is in the lexical level which relates to the words or vocabulary of a language. The phenomenon which becomes the foundation of the lexical features is English advertisement tagline. This study investigates the use of lexical features proposed by several linguists on English advertisement taglines in Indonesian context.

Stylistics

Stylistics is study of verbal expressions with an affective dominant. The purpose supposed to have at least a minimum of intellectual characteristics. (Bally, as cited in Taylor, 1981, p. 47). Popescu (2005) in Advertising: Aesthetics of Persuasion states that the advertising world as well as the world of fairy tales is another imaginary world, it borrows a series of features from the real world, it "grows" according to such features to which it adds new ones, all ordered differently. In this study, the stylistic feature in lexical level is found in the advertisement taglines which are analyzed based on wording characteristics.

Prime Time

Prime time is a time when many people can watch television. According to Nielsen Media Research, the prime time moment happens between 07.00 P.M until 09.00 P.M. It is when everybody can stop from their work and enjoy themselves watching television. Prime time is considered to be able to give a high rate on certain television program. In this study, prime time becomes a variable that influences the research because in prime time the advertisement copywriters are competing in making interesting ads to attract many viewers. Therefore, there are many attractive ads which use English as the language.

Furthermore, numerous books and papers concerning English advertising have been published at home and abroad. *Copywriting* by Trijanto (2001), *Analysis of Advertising Texts* by Guowen (2000) and *The Language of Advertising* by Vestergaard and Schroder, which was first published in 1985, mainly concerns the language features and communication functions of advertising. They support that advertising takes many forms, but language is the most important. Advertising language is a style of immediate impact and rapid persuasion (Vestergaard & Schroder, 1985: p. 140). *The Language of Television Advertising* by an American writer named Michael L. Geis explores the linguistic features and non-verbal understanding of television advertising. *Contemporary Advertising* by Bovee and Arens, which was first published in 1989, discusses the characteristics of contemporary advertising and the effects of advertising as a major form of communication. *Language in Advertising* by Leech, which appeared in Britain in 1966, lays the foundation for exploration of the language of English advertising.

The above-mentioned works discuss language characteristics of English advertising from different angles, each of them emphasizing some particular aspects or a type of advertising in English.

According to Gilson (1980), television as an advertising medium, has pervasive influence towards audiences. It is supported by Sanayei (2012) which refers to most studies in different countries, compared to other printed advertising media, television has the biggest effects on audiences and can persuade them to start purchasing process. Moreover, Sanayei (2012, p. 54) mentions that television as an advertising medium, has three key advantages. First, it can influence on consumer's taste and it has pervasive perception. Second, it can reach large audiences with efficiency in cost. Third, its sound and moving images create a strong impact.

Lane (2009, p. 327) states that the lack of television advertising is the expensive cost compared to printed advertising media. In Indonesia, Faldana (2011) found that the broadcasting cost of a 30-second-advertisment which is aired during prime time moment is approximately IDR 12,000,000 up to IDR 14,000,0000. Therefore, because of the great expense, copywriters should make an effective advertisement which can impress audiences' attention directly. In doing that, the choice of words in forming the tagline is taken into account. The choice of words will take a role in determining the success of advertisement taglines in television. Consequently, the choice of words in advertisement is morphologically covered in the lexical features of advertisement language.

In this study, the researcher concerns the lexical features used in English advertisement taglines. Since a copywriter has to construct an advertisement that will fully attract the attention of the potential buyers and have persuasive effects, therefore he or she makes full use of every word to draw readers' attention and stimulate their interest (Xuan, 2000). English advertising texts display many unique features of wording (Goddard, 1998: p. 23). Lexical features such as colloquial words, coinages, loanwords, monosyllabic verbs, simple adjectives and compounds are commonly used in advertisement. Each of those features will be discussed briefly and separately in this part.

Colloquial Words
Colloquial words are words which are used in or characteristic of familiar and informal conversation. Simple and informal words will be covered in colloquial words. Shakespeare once said, "*brevity is the soul of wit*". In recent era, Myers (1994) states that the function of advertising is to provide information, attract consumer, exploit market, and promise the quality. In addition, a simple advertisement is intended not only to provoke the reader's attention and interest, but also to make consumers remember it. Therefore, an advertisement must pay attention to its language, and the first step is to use popular and oral language, the second step is to use some single-syllable words or fewer letters to make it easy to understand and memorize (Myers, 1994). For example:

(1) "*I couldn't believe it, until I tried it!*"
(2) "*I'm impressed! I'm really impressed!*"
(3) "*You've gotta try it!*"
(4) "*I love it!*"

The third example is an advertisement of a microwave oven. The words in it are very simple and oral. It uses the slang "gotta", which means "got to" in American English, to give an impression that this advertisement comes from a real life. Informal words are similar to simple words in terms of the familiarity to audience. Both simple and informal words are easy to remember.

Coinages

In some of advertisements, the advertising copywriter misspells some words on purpose, or adds some suffix or prefix to some common words. New original words are created to attract addressees' attention and to meet their needs for curiosity and novelty (Lund, 1947). Bovee (1995) adds that such freshly made words and phrases may suggest that the product or service being advertised has remarkable signs or original that no other brands have. Many words in advertisements, especially in trade names, are words newly coined, or deliberately misspelled and abbreviated. Furthermore, some misspelling words help the advertisers to deliver the information effectively and also let the advertising become more charming. For example:

(5) *"We know eggsactly how to sell eggs."*

In this advertisement, *"eggsactly"* not only has the similar pronunciation as "exactly", but it has connections with the last word "eggs" in this sentence, thus it impresses people a great deal.

Loanwords

According to Guowen (2000), if an advertisement wants to emphasize the product's quality or the origin abroad, loanwords would be the best choice for it. The most frequently used loanwords are those from French and Spanish in English advertising, mostly for wine, food, cosmetics, or clothing (Sperber, 1986). Sperber states that if an advertisement for wine is added with some French, then the quality of the product is undoubted. Perfume companies usually add such kind of thing to add a romantic atmosphere to their products by using French words such as "*vol de nuit*" which means "night flight". Automobile manufacturers will use loanwords to give a mysterious atmosphere for their products, such as: "*Cordova* or *Biarritz*" which are names of cities in Spain and France. Commonly, English advertisements use foreign words in a restaurant and put it as their food labels, for instance: "*Del Taco, L' Auberge,* and *La Scala"*. Another example is one from a French drink, which the tagline states: "*Perrier* .... with added *je ne sais quoi*." This is an advertisement for a French drink. The manufacturer uses a sentence with French words at the end, "*je ne sais quoi*" which means "I don't know what". This English advertisement is characterized by a French style. The purpose to use this simple French phrase is to show the French flavor of this drink. According to Chen (2004), the loanwords in some advertisements are intended to express the exoticism of the products. In other cases, loanwords provide quality protection in some degree and stimulate the desire to take action. In addition, the loanwords used in Indonesian context are mostly from English. It is proven by the research conducted by Hajeeyusoh (2010) that comes to the conclusion that Bahasa Indonesia mostly represents with recent loanwords from English; which can be grouped into 4 types,

morphological adaptation, phonological adaptation, morphological and phonological adaptation, and grammatical adaptation. Nowadays, the borrowings in foreign words or unassimilated loanwords are widespread in Indonesian, due to the advertisements and the mass media. (Hajeeyusoh, 2010: p. 57)

Use of Verbs

Monosyllable verbs are widely used in English advertising; furthermore, most of them are colloquialisms (Gisbergen, Ketelaar, & Beentjes, 2004). Common verbs make advertising in English simple and easy to understand. It can give consumers a feeling of friendliness and help them to remember the products easily (Leech, 1966).

The twenty of the most frequently used verbs and phrasal verbs according to Leech as cited in *Language in Advertising* are: *try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come, remember, discover, serve, introduce, choose, and look for*. A number of the previously-mentioned verbs are frequently used in the imperative clauses because imperative clause is believed to be able to encourage the audience to buy the product (Leech, 1966). Yet, although the ultimate purpose of advertising is to persuade consumers to buy the advertised products, an advertisement seldom uses the word "*buy*" in it. Based on research conducted by Xuan in 2000, only two out of ten advertisements use the verb "*buy*" directly. In an imperative clause the word "buy" is rarely used. The word "*buy"* has unpleasant connotations, it impresses too coercively.

It is important to the copywriter that he or she should not appear to be imposing him or herself on his or her audience. If the audiences feel the advertisement is too obtrusive, he/she is like to react negatively to its message, or simply forgets it. Therefore, the copywriter will face a problem: on one hand the advertisement should make people buy the product; on the other hand he/she must not say this in so many words, so that they should take offence (Vestergaard & Schroder, 1985: p. 67). Leech (1966: p. 154) points out that in advertising language the most frequent word for 'acquisition of product' is "*get*" instead of "*buy*". The reason for this is undoubtedly that "*buy*" has some unpleasant connotations (money and the parting with it) which "*get*" lacks. Advertisers usually make very careful efforts not to use the word "*buy*". Instead, they often use such synonyms as: *"try", "ask for", "get", "take", "send for", "use", "choose", "look for"*.

The common verbs that indicate that consumers have some goods are such words as *have, get, give, keep*. The verbs which express the progress of using goods are: *take, use, have*. The verbs which express consumer's favorite of some goods are: *like, love, need*. For example:
(6) "*Getting places in the business world is easier if your banker is there to meet you*." (Advertising for Security Pacific Asian Bank)

Use of Adjectives

Berger (2002) says that the primary function of adjectives with deep emotion is to describe head nouns. Meanwhile, evaluative adjectives and the form of "-er" and "-est" are very frequently used in advertising in order to emphasize that the product is better than the others and to build a perfect and fuzzy image in readers' mind. Moreover, in English advertisements, evaluative adjectives are used to describe their products and services. In addition, it also persuades consumers to buy

the product. Therefore, it is reasonable for appearing a series of modified ingredients in front of noun or noun phrase in all of English advertisings.

Leech lists the following most frequently used adjectives in his *Language in Advertising* (1966: p. 152): *new, crisp, good/better/best, fine, free, big, fresh, great, delicious, real, full, sure, easy, bright, clean, extra, safe, special, rich*. For example:

(7) "*What's on the **Best**-seller list in IBM personal computer software?*" (Advertising for IBM).

Use of Compounds

According to Guowen (2000), in English advertisements, everybody can see compounds everywhere. Some compounds are written as single words and some with a hyphen, but others appear as two separate words. However, Cook (2001) states that the advertisers are relatively free to create English compounds which are appropriate to the copy text since lexical restraints on compounds are few. Then, as a result, English compounds become a noticeable characteristic of English advertisements. Lei (2003) adds that in business advertising, compounds can express the thought that the manufacturers want to show exactly and completely. For this reason, compounds are frequently employed.

The researcher also puts theories of stylistic features of advertising and theories of advertisement to support answering formulated problems. According to Hangrong (2003) as cited by Xiaosong (2006) in *Stylistic Features of the Advertising Slogan* journal stylistic features in advertisement happen in several levels. There are types of stylistic features commonly used in advertising slogan based on the level in which the features used, as instance in graphetic level which is mainly concerned with style in letter, phonological level which is mainly concerned with style in phonology, lexical level which this study is purposed on, syntactic level which is concerned with style in sentence use and semantic level which discuses style in meaning. Henceforth, the researcher only places theories of stylistic features specifically in lexical level.

Stylistics at the Lexical Level

In this level, stylistics features influence the choice of words used in advertisement taglines which is purposed to give a strong impact to audiences who read or listen to the advertisement taglines. There are five terms according to Hangrong (2003) which stylistics features take a part in the creation of advertisements language as follows:

1. Common use of second person addressee "you", "we", "us"

The use of second person addressee "you" tends to shorten the distance between the product or the producer and consumers, as if the producer or the ad is speaking to the audience face to face, making sincere promises or honest recommendations (Hangrong, 2003). In so doing, the ad taglines stand a better chance to move the receiver or customers to an action, because the audiences feel that he or she is being thought of and taken care of and becomes the center point of the producers. For example:

(8) "Always there for **you**." (advertising for Hyundai)

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(9) "Bring out the champion in **you**." (advertising for Nestle Milo)

The use of first person addresser "we" and "us" is the most direct way to tell the audiences what the sponsors of ad taglines stand for their ideas, their views or their credits. It is a little bit like a self-introduction to the potential customers to let them know, recognize, believe and trust the audiences. It invites the audiences to involve in the taglines. For example:

(10) "**We** try harder." (advertising for Avis Rent A Car)
(11) "**We** live to deliver." (advertising for Fed Ex)

2. Use of unqualified comparison
    Copywriters have to obey the code of commercial practice and stick to the rules of advertising. They should not advertise their products at the expense of others. So, they choose unqualified comparison to avoid defaming other products (Hangrong, 2003: p. 189). They cannot say: "Brand X is better than brand Y." Otherwise, the copywriters or the manufacturers will be taken into a lawsuit. They can say, for example:

(12) "**Better** choice, **better** joys." (advertising for Coleman footgear)

3. Use of "every" or "always"
    These words are often used in advertisements to indicate the universal application of the product or to include as many potential customers as possible. It can be used to achieve the emphasis of the product's utility or the company's unswerving commitment. For example:

(13) "**Always** Coca-Cola." (advertising for Coca-Cola)
(14) "Technically, **every**thing is possible." (advertising for Mitsubishi)

4. Use of "no" and "none"
    Negatives tend to be used carefully because the purpose of all advertisement taglines, according to Hangrong (2003), is to strengthen the positive side. However, when negatives do occur, they are usually placed in an emphatic position to highlight the positive side. For example:

(15) "The pursuit for perfection has **no** finish line." (advertising for Mercedes Benz)
(16) "M&Ms melt in your mouth, **not** in your hand." (advertising for M&M)

5. Use of coined words
    Coined words are both new and memorable (Hangrong, 2003). Coined words are kind of smart words which have special meanings in a specified context. They can raise the interests of audiences of advertisement taglines. Coined words are also believed to be able to make the audiences reflect upon the meaning and wonder at the smart idea of the copywriters. By so doing, the audiences recognize the brand. For example:

(17) "Epileather." (advertising for Louis Vuitton)
(18) "Everywear." (advertising for Burton Menswear)
(19) "Innervigoration." (advertising for Gordon's & Tonic)

Advertisement

Advertisement is referred to as a form of discourse in the sense that it has influenced not only structure of language and the modality of lifestyle, but also the content of routine daily acts of communicative exchanges (Wadak, 2007). Printed advertisements fill the pages of newspapers and magazines. Commercials interrupt TV and radio programs constantly. As Beasley and Danesi (2002: p. 1) pointed out, brand names, logos, trademarks, jingles, and slogans or taglines have become part of the "mental encyclopedia" of virtually everyone who lives in modern day society. It implies that the language of advertisement and people' lifestyle are related each other in the means of communication.

Cook (2001) categorizes advertisements according to several criteria. First, advertisement is categorized by its medium, for instance newspapers, magazines, radio, television, and internet. Second, advertisement is categorized by product or service, for instance luxuries versus household necessities, product ads versus non-product ads. Third, it is categorized by technique, for instance, the hard-sell advertisement that makes a direct appeal to the prospective buyer and the soft-sell ad that works through indirectness and implication. Fourth, advertisement is categorized by consumer that is considered as the most important factor for an advertisement to succeed.

Harrichandan (2011) defines the function of advertisement as a medium to encourage purchasing. Encouraging people to purchase goods and services is the main role of advertising. Some industries rely on advertising more than others. A cereal company, for instance, must advertise more aggressively, due to the wide arrange of competing products, than a power company that faces little competition. Advertisers often influence members of society to purchase products based on instilling a feeling of scarcity or lack. Rodgers (2012: p. 5) adds that advertisement is a brand building which means it creates concepts and beliefs about brands in consumers' minds.

Related Studies

There are two previous studies concerning advertisements language which become the background knowledge for the researcher in conducting this study. The first study is *The Use of Rhetorical Devices in English Advertisement Headlines Found in Teenage Girl Magazine* which was conducted by Wahyuningsih (2013). The first study is mainly concerned with types of rhetorical devices used in English advertisement taglines in a magazine. Rhetorical devices are sometimes called as figurative language or figure of speech. Corbet (1990), as cited in Wahyuningsih (2013), states that a rhetorical figure has traditionally been defined as artful deviation. From the study conducted by Wahyuningsih (2013), this study has a relationship in language deviation in advertising.

The second study is conducted by Adyaningtyas (2013) entitled *An Analysis on Word Formation Used in Pepsi and Coca-Cola Advertisements Published in United Stated from 1950 Until 2012*. In the study conducted by Adyaningtyas (2013), the word formation used in Pepsi and Coca-cola advertisements are

analyzed to find out the influence of word formation in words and expression used in Pepsi and Coca-cola advertisements. There are eleven word formation types proposed in analyzing Pepsi and Coca-cola advertisement taglines, namely borrowing, cliticization, coinage, acronym, initialism, blending, clipping, back-formation, conversion, derivation and inflection.

Along with this study, those two studies are concerned with English advertisements which are depicted in the taglines. However, this study is different from those two studies in terms of the scope of the study and the medium in which the data are gathered from. The first study mainly concerns the use of rhetorical devices in advertisements and the data are gathered from a printed medium which is a magazine. Meanwhile, the second study concerns word formation used in more specific advertisements, namely Pepsi and Coca-cola. The data which are used in the second study are also from printed medium. Therefore, to add more contribution in English advertisements, the researcher conducts this study which primarily focuses on lexical features of English advertisement taglines with a different medium which is television

Method

The researcher conducted descriptive-qualitative research to describe the features of advertisement language. According to Frankel and Wallen (2003) descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. Meanwhile, the research was categorized as qualitative research since it focused on understanding social phenomena from the perspective of the human participants in the study (Ary, Jacobs & Razavieh, 2002). The social phenomenon which was brought to the research was English advertisement taglines that widely exist in society. The English advertisement taglines were analyzed linguistically to understand the lexical features contained in advertisements.

The study was categorized as a content analysis since it studied the content of certain issues, in this case advertisements found in television's commercial break during prime time in local television stations in Indonesia. "Content analysis is a set of procedures for collecting and organizing information in a standardized format that allows analysts to make inferences about the characteristics and meaning of written and other recorded material" (GAO, 1989). Here, the focus of the content analysis is indirect research. The researcher therefore took the data by analyzing and interpreting recorded materials (Ary, Jacobs & Razevieh, 2002). Further, Ary, Jacobs and Razevieh (2002) explain that the materials can be taken from public records, textbooks, letters, films, tapes, diaries, themes, reports, and so on. In brief, the materials used in content analysis represent forms of human communication (Leedy & Omrod, 2005: p. 142). Concerning this study, the researcher observed the public records that happened to be English advertisement taglines which were broadcasted during prime time in Indonesia local television stations such as *Trans TV, Trans 7, RCTI,* and *SCTV* from August 2013 until October 2013.

The study began in July 2013. The researcher conducted the study in the library by studying experts' theories and analyzing the advertisement taglines found in television's commercial break during the prime time. The advertisement taglines which were selected were from any local television stations broadcasted in

Indonesia such as *Trans 7, Trans TV, RCTI* and *SCTV* during prime time which is by 07.00 P. M up to 09.00 P.M.

Since this study is categorized as qualitative research which seeks to explore a phenomenon, the researcher used observation forms. McCracken (1988: pp. 18-20) states that observation is a basic technique used in almost all qualitative research. Even if other methods or techniques are used, the researcher remains the most essential "sensor" or "instrument" and hence observation always counts. Specifically, the researcher employed a non-participant observation technique because the data were taken from public recorded materials which had no participants to interview. McCracken (1988) adds that non-participant observation involves merely watching what is happening and recording events on the spot. Thus, the observation forms happened to be tables which are used to observe the phenomenon happened on lexical features on advertisement taglines.

Since the research was qualitative, the data was primarily presented in the form of narrative. This is in the same track with Ary, Jacobs, and Razavieh (2002), who state that qualitative research is rooted in phenomenology. The phenomena were wording characteristics which include lexical and stylistic features in English advertisement taglines. To solve the second research problem which aims to figure out what triggers the dominant lexical features used in English advertisement taglines, the researcher picked the top three dominant lexical features from the result and then figure out the reason of using those top three dominant features by studying theories from Guowen (2000), Myers (1994), Leech (1966), and Vestergaard and Schroder (1985).

The researcher analyzed the classified data using theories from Guowen (2000), Leech (1966), Myers (1994), and Vestergaard and Schroder (1985) related to lexical features of advertisements language. The researcher identified the data to find out which lexical features used in each datum. The researcher also checked the data validity by using investigator triangulation method. According to Patton (2002), if the findings from the different evaluators arrive at the same conclusion, then the researcher's confidence in the findings would be heightened. The researcher employed two kinds of evaluator in this study, namely peer-evaluator who is Paskalis Damar Aji Kurnia and expert-evaluator, Barli Bram

Findings and Discussion
Lexical Features Found in English Advertisement Taglines during Prime Time
The researcher discovered that there were 28 usage of colloquial words, 6 usage of coinages, 1 usage of loanwords, 20 usage of commonly used verbs, 13 usage of adjectives and 2 usage of compounds words in English advertisement taglines during prime time. To sum up, there were 70 lexical features usage from 32 English advertisement taglines.

In this section, the researcher provided the discussions and analyses of each lexical feature found in English advertisement taglines during prime time.

Colloquial Words
Monosyllabic and simple words are preferred in advertising, for they are smooth to read and easy to understand (Leech, 1966). The definition of simple words according to an anonymous professor of applied linguistics in www.enotes.com is the basic word form with nothing added to it. A word such as

"active" has a meaning of its own and has not been significantly changed in any way. For the word "active", a simple word, to become complex someone would add an affix. For example:

    i.   inter-active (Latin "inter"+ active)
    ii. active-ly (active + Vernacular "ly")
    iii. over-active (Proto-Germanic "uber"+ active).

Similar to simple words, there is also the usage of informal words in lexical features found in English advertisement taglines. Informal word is the use of language characterized by spontaneous speech in situations that may be described as natural or "real-life", and the use of a "low" dialect or language in preference to a "high" one (Fergusson, 1959: p. 329)

In this study, the researcher found that almost all the data used this feature, as equal of 31.

1.   I'm Lovin' it (McDonalds)

The word lovin' is the informal version of word loving with the use of contraction in the end as change of –*ing*. The copywriter uses word lovin' instead of loving to provoke potential buyers' interest since it uses informal word. Moreover, English certainly uses stative: *I love chocolate*, or *I enjoy classical music*. This expresses someone position on something. However, suppose someone is at a play/concert/movie, and somebody else asks him/her what he/she feels, *during* the event. He or she may say "I'm enjoying it" or "I'm loving it (at this moment or so far)".

There is also a difference between "I love it" and "I'm loving it". If "I *love* chocolate", it only says what I feel when the issue of chocolate comes up, but if "I *am loving* McDonald's", it implies that I am there right now and/or actively engaged in thinking about it and loving it (like in the case "I'm enjoying classical music right now" means more than "I enjoy classical music"). Presumably, "I'm lovin' it" is a subtle suggestion that the speaker of the slogan, has to be at McDonald's at the moment and actually gets on with the act of loving it, not merely thinks of it as a nice place to visit from time to time.

2.   Colors of The World (Atlantic Paint)

The word "colors" /ˈkʌlə/ consists of two syllables; therefore, it is not categorized as a monosyllabic word. However, it is still categorized as containing a simple words feature because all the words do not use any complex words. Meaning to say, all the words use basic word form.

3.   You gotta chew it (Mogumogu)

All the words above are categorized as monosyllabic words, except the word "gotta". The word "gotta" is actually a slang or informal word that is derived from word "got" and "to" which means "have to". In this tagline, the copywriter uses word "gotta" to impress the potential buyers who are dominantly in teenage ages as depicted in the advertisement of Mogumogu that the models are teenagers and it includes teenagers' lifestyle. The researcher's analysis is in the same track with

Stenström (1997) in *From slang to slanguage: a description based on teenage talk* that said teenage talk also contains plenty of new slang words and quite a few current words used with a new sense. However, as has been illustrated previously, taboo words, both in terms of proper slang words and swearwords, tend to dominate, together with an overuse of pragmatic markers with partly new functions.

4. Me Want (Miwon)

This tagline also consists of two monosyllabic words. The first one is word "me" that has a function as object pronoun, and the second is word "want" that has a function as verb. Grammatically, the order of this tagline is wrong. The function of subject "I" is changed with object pronoun "me" which is not acceptable in formal English. We normally use object pronouns after a verb or a preposition. In a formal way, it can be "I Want". However, the copywriter intentionally changed the structure of the sentence to impress the audience of advertisements because it sounds the same with the brand name.

5. Live Smart (Smartfren)

This sentence is grammatically incorrect. It is because the copywriter imposes the word "smart" to be a monosyllabic word to ease audience of advertisement. Meanwhile, the correct form of that sentence should be: *Live Smartly* with a suffix "*–ly*" added to construct an adverb form. According to Oxford English Dictionary, the part of speech of smart is adjective, noun and verb. In addition, according to Longman Dictionary, the word, "live" should be followed by adverbs. The sentence construction rule states that adverb modifies the verb. Therefore, we cannot construct "live smart" as a grammatically correct sentence.

Table 1. The Usage of Colloquial Words

Number of usage of Colloquial Words	Examples		Product Brand
29	a.	I'm Lovin' it	McDonald
	b.	You gotta chew it	MoguMogu
	c.	Me want	Miwon

Coinages

McKean (2008) says that coinages show language's evolution. He adds that the use of this feature should be appropriate. The researcher refers to his opinion found in his site www.poynter.org that if the word is persuasive enough and the use is provocative enough, everybody can make a word mean what he or she wants it to mean. Misspelling has played a big part in language's evolution. Meanwhile, coinage or commonly known as a process of formation and the addition of new words in the lexicon of a language without going through the process of affixation is broadly used in advertisement as well.

The researcher found out that there are 7 (seven) usage of this feature in the data which are analyzed.

1. Fresh Moova Shaka (Floridina)

This tagline is derived from a pulpy drink advertisement with a brand name Floridina. The word "moova" and "shaka" do not have any meaning since the

researcher looks up in the dictionary and finds no ideas about them. However, the word "moova" is pronounced /mu:va/ and word "shaka" is pronounced /ʃaka/. Those two words are deliberately slippaged from the word "move" and "shake" to express that the drink should be shaken in order to move the orange pulps which are contained in the drink to feel the freshness of the drink. This researcher analysis is based on its advertisement scene which previews a woman who shakes the bottle then enjoys the drink (see Appendix C).

2. Crazy Moccalicious (ABC White Mocca)
   According to Oxford English Dictionary, licious' meaning is an informal combining form to form adjectives denoting someone or something delightful or extremely attractive. It is originated from word "delicious" in 1950s and now broadly used as a suffix. However, "delicious" is its own word; the "licious" in "delicious" is not a suffix. It is just one whole word. According to Harley (2004), recently, young speakers have added a bound morpheme -licious to the language, meaning essentially the same thing as "delicious because of X" applelicious would be "delicious because of the apples". Therefore, as happening in "applelicious", the word "moccalicious" has a meaning delicious because of the mocca taste.

3. Makes You Nu (Nu Green Tea)
   The word "nu" is actually pronounced /nju:/ the same as word "new". The misspelling is used to produce ambiguity among the audience. The ambiguity is on the meaning of "new" so the sentence will mean: this product makes you new and on the meaning of "nu" as the brand name, so the sentence will mean: it makes you become Nu Green Tea. Whatever the ambiguity is on, the misspelling feature used in the taglines is to impress audience's attention.

Table 2. The Usage of Coinages

Number of usage of Coinages	Examples		Product Brand
7	a.	Fresh Moova Shaka	Floridina
	b.	Crazy Moccalicious	ABC White Mocca
	c.	Makes You Nu	Nu Green Tea

Loanwords

English advertisements are characterized by French style (Xuan, 2000). French style is used to give French flavor to the product that is advertised. There is a slight different in Indonesian advertisement in using French style. Indonesian advertisements mostly use English as full taglines or even as loanwords. This is because the copywriter wants to give the exoticism of the products by using loanwords. Moreover, the culture that presents in the loanwords will give sense of difference in the targeted culture. This will stimulate the desire to take action (Xuan, 2000).

Since the data are taglines which uses English in Indonesian context presenting in Indonesia local television stations, the researcher only found 1 (one) datum which uses loanwords feature.

1. Hang out *ga harus* move out

    If this tagline is translated in English, it will be completely different in terms of the length and complexity. However, it is only slightly different in term of context. The translation will be: *if you want to hang out, you don't have to move out*. The copywriter chose to only adopt English as loanwords because if the whole tagline is written in English it will be too long, since an advertisement has to grab audience's attention immediately (Matt, 2008).

Table 3. The Usage of Loanwords

Number of usage of Loanwords	Examples	Product Brand
1	a. **Hang out** *ga harus* **move out**	U Mild

Use of Verbs

    The feature in this section is almost similar to the first feature mentioned previously. However, in this section, the simple words are more specifically in terms of verbs use. Referring to Fan (2013: p. 341), monosyllabic verbs are always used in advertisement compared to the difficult-to-understand verbs which are categorized as multisyllabic verbs. This is the same with Gisbergen's (2004) opinion. Gisbergen (2004) adds that monosyllabic verbs are easy to understand so that the audiences can remember the product easily. The researcher found there are 19 usage of use verbs feature as follows:

1. Get Recharged (Ponds Energy Charge for Men)

    The monosyllabic verb "get" is one of the most used verbs listed by Leech (1966: p. 20). The word "get" has a connotative meaning that a person can obtain something freely or without having to pay money. Referring to research conducted by Xuan (2000), word "get" is mostly used in advertisement cases instead of word "buy" which is considered too be harsh in persuading potential buyers. Meanwhile, the potential buyers actually will not freely get recharged because the potential buyers have to buy it first. Yet, if the tagline denotatively stated: "*buy it and you will get recharged*" it will sound undesirably noticeable.

2. It starts with you (Nivea for Men)

    This tagline is grammatically correct, since its structure is S + V_s + Prep + Obj of Prep. Moreover, according to Oxford English Dictionary, verb "start" can also be followed by preposition "with". Therefore, the researcher does not find any lexical deviation in this tagline. The object "you" is used to shorten the distance between the product and the audiences. This kind of way can be effective in persuading people according to Xiaosong (2006) who states that by inviting "you", it moves the audiences into action because the audience can be the center point of the advertisement.

3. Just do it (Nike)

    The simple sentence proposed by Nike contains monosyllabic verb feature as mentioned by Leech in *English in Advertising* (1966). Leech states that the monosyllabic verbs are frequently used in imperative clauses to encourage

audiences to buy the product. It is a simple imperative sentence, yet strong enough in campaign to persuade people to wear the product because of the use of simple monosyllabic verb. In addition, it strikes to the point and invites audience to directly do whatever he or she needs to do.

Table 4. The Usage of Use of Verbs

Number of usage of use of verbs	Examples	Product Brand
20	a. **Get** Recharged	Ponds Energy Charge
	b. Just **Do** it	Nike
	c. It **Starts** with You	Nivea for Men

Use of Adjectives

The primary function of adjectives, according to Berger (2002), is to describe head noun. The adjectives which are used in English advertisements according to him are adjectives which have deep emotion. Adjectives with deep emotion (usually in the form of "–er" and "–est") are very frequently used to build perfect images in audiences' mind. Thus, it can persuade audiences to buy the product. The researcher discovered that there are 14 (fourteen) taglines from the data which bring this feature.

1. Life is never flat (Chitato)

The adjective "flat" is not listed in the 20 of the most frequently adjectives by Leech. However, the use of the adjective "flat" is on purpose. The product of the brand Chitato is potato chips that have ups and downs so the shape of the chips is wavy. The adjective "flat" explains the shape of the chips.

2. Unbeatable You (Honda Beat)

The adjective "unbeatable" has two functions in this tagline. The first function is to give impression that the word "you" which refers to audience are strong, cannot be beaten by anything if using the product. Second, it is to put the brand name in it so that the audience can easily remember it.

3. Makes Life Tastier (Sasa)

This product comes from a food seasoning product. Therefore, the adjective which gives the sense of flavor is chosen, the word "tastier". The adjective "tastier" modifies the head noun "life". However, the copywriter uses word "life" instead of word "food", whereas this product is a food-seasoning product and word "food" would be closer other than word "life" in this category. Yet, word "life" brings much deeper meaning. In other words, word "life" hyperboles the meaning from word "food".

4. Faster, Slimmer, Better (Mito)

The adjectives used in Mito's tagline are comparative adjectives of fast, slim, and good. However, those adjectives do not have anything to compare to. It commonly happens in advertisement because if the tagline uses other brand to compare to, it will damage the reputation of other brands which are being compared (Hangrong, 2003: p. 189) and if it happens, the law will regulate this condition.

Therefore, the copywriter cannot say, "*faster, slimmer, better than brand X"*. The use of comparative adjectives is the same with Berger's (2002) opinion which explains that this type of adjectives are frequently used in advertisement to impress that this brand is better than the others.

<p align="center">Table 5. The Usage of Use of Adjectives</p>

Number of usage of the use of adjectives	Examples		Product Brand
13	a.	Life is never **flat**	Chitato
	b.	Makes Life **Tastier**	Sasa
	c.	**Faster, Slimmer, Better**	Mito

Frequent Use of Compounds

Cook (2001) states that copywriters are relatively free to create English compounds which are appropriate to the advertised products because lexical restraints on compounds are few. Lei (2003) adds that compounds can easily express the thought that manufacturers want to express from their products.

The researcher found there are only a few taglines using this feature. It is contrary to Cook's (2001) opinion which explains that since the lexical restraints on compounds are few, copywriter can freely create English compounds which are appropriate. Therefore, compounds become noticeable characteristics in English advertisements.

1. High Quality Coffee
   The compound "high quality" is formed by an adjective and a noun. This type of compounds is one of the most used compounds according to Fan (2013: p. 343). It purposes to give a clear description of the features of the product. The use of compound words will make the taglines more concise. If the compound words "high quality" are broken down, the tagline will be *the quality of the coffee is high*, and it will make no impression to anybody who see or hear it because the complexity of the words combination in the sentence. Fan adds that the expressiveness and brevity from compounds make the language becomes easy to understand for the audiences.

<p align="center">Table 6. The Usage of Frequent Use of Compounds</p>

Number of usage of the use of compound	Example		Product Brand
2	a.	High Quality Coffee	Luwak White Kofie

As stated in Research Methodology part, after analyzing and discussing the lexical features, the researcher calculates the percentage of the lexical features usage. Table 7. presents the calculated result of the research.

Table 7. The Frequency of Lexical Features Found in English Advertisement
taglines during Prime Time

No.	Lexical features	Total	Percentage
1.	Colloquial words	28	40%
2.	Coinages	6	8.57%
3.	Loanwords	1	1.43%
4.	Use of verbs	20	28.57%
5.	Use of adjectives	13	18.57%
6.	Use of compounds	2	2.86%
TOTAL		70	100%

Table 7. presents the frequency of the lexical features used in English advertisement taglines during prime time in any local television stations using the formula $P = \frac{F}{T} \times 100\%$, with P as percentage, F as frequency of each lexical features found in English advertisement taglines, and T as total number of lexical features usage. From the compiled theories of lexical features in advertisement language, there are six lexical features used to analyze the data, namely colloquial words, coinages, loanwords, use of verbs, use of adjectives and use of compounds. From the data, there are 28 usage of colloquial words, 6 usage of coinages, 1 usage of loanwords, 20 usage of use of verbs, 13 usage of use of adjectives, and 2 usage of use of compounds.

Based on the data, colloquial words feature leads the findings with 40% as equal of 28 usage. Following behind, there is 28.57% use of verbs. This is as equal of 20 usage. The use of adjectives follows in the third position with 18.57% or 13 usage. Those three features dominate the result of the findings. In the other hand, the last three features seem to be outnumbered which value below 10%, namely, coinages only contributes 8.57%, use of compounds contributes 2.86%, and loanword which can only be found in one tagline or as equal of 1.43%. Therefore, from the result the researcher sums up that there are six lexical features used in English advertisement taglines, namely colloquial words, coinages, loanwords, use of verbs, use of adjectives, and use of compounds. In addition, colloquial words is the most frequently lexical feature used in English advertisement taglines and by that the first research problem is answered.

What Triggers the Uses of Dominant Lexical Features
The researcher found that the most three dominant lexical features used in English advertisement taglines during prime time are colloquial words, use of verbs and use of adjectives. The total percentage of those dominant features is 87.14% which means that the less three dominant features are rarely used in English advertisement taglines in Indonesia local television stations. The following explanations discuss the reasons of why those three features dominate in the usage of lexical features in English advertisement taglines during prime time which are based on theories from Guowen (2000), Leech (1966), Myers (1994), and Vestergaard and Schroder (1985).

Colloquial Words

Colloquial words is the most frequently lexical feature used in English advertisement taglines during the prime time since almost all of the taglines use this feature. It is found that the usage of colloquial words are 28 out of 32 data. Colloquial words feature is mostly used because it can grab audiences' attention easily. In addition, the deviation in this feature gives it impression towards audiences, for instance, the use of informal words in word "gotta" which is targeted to audiences in teenagers segmentation, is believed to be able persuade the audiences easily. Besides its deviation which makes it interesting, the use of colloquial words can help the copywriters to get audiences' attention more since it does not contain complexity in wording the taglines. The researcher's opinion is along with Myers (1994) who states monosyllabic words or fewer letters make it understandable and memorable.

Use of Verbs

Use of verbs is on the second place of the most three dominant lexical features used in English advertisement taglines during prime time. It values 28.57% which is 11.43% lower than the most dominant feature and 10% higher than the use of adjectives. The nature of advertisements is to persuade the audiences so that they are willing to buy the product which is being advertised. Arens and Bovee (1995, p. 12) also states that advertising is a kind of extensive communication of information usually highly paid for and strongly persuasive by nature. Therefore, the use of verbs is employed to provoke or to invite actively by using verbs which encourage audiences, for instance: *try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come.* Referring to Leech (1966: p. 189) that the use of verbs can be fruitful moreover in an imperative because it can strongly invite consumers to buy the products. The copywriters should be careful in choosing the verb. The verb which is used should also be simple. He states that simplicity of verbal meaning can be associated with the morphological simplicity of verbs and the structural simplicity of the verbal group (Leech, 1966: p. 154). The researcher can see Leech's opinion in analyzing the data since there are very few verbs in the data have affixes. In addition, he states that copywriters should not use word "buy" because it can give negative impacts towards audiences. This theory is applied in English advertisements in Indonesia local television stations as the researcher does not find any verb "buy" in the data.

Use of Adjectives

By the usage of 18.57% in English advertisement taglines during prime time, this feature contributes in the third position of lexical features usage. The use of adjectives is important in advertising language because it can give the sense towards the advertised product. The copywriters can choose what kind of sense he or she wants to give to the product. For instance, as an advertisement for a food product, the copywriter can choose appropriate adjectives which can give the sense or even smell of the tastiness of the product. The researcher's opinion corresponds with Vestergaard and Schroder (1985) who states that copywriters like to use a large number of adjectives not only to describe the quality and features of the products or services, but largely to praise and beautify them. The researcher found that every category of products has own characteristics in using adjectives. For instance, from

the beverage product, the adjective which is popular is "fresh". The researcher also found that comparative adjectives are employed in English advertisement taglines. This is the same as Leech (1966, p. 151) in order to emphasize that the product is better than the others and build a perfect and fuzzy image in readers' mind the adjective with the form "-er" and "-est" are frequently used in advertising.

To sum up, there are six lexical features found in English advertisement taglines during prime time in Indonesian local television stations, such as *Trans TV, Trans 7, RCTI* and *SCTV*. From those six lexical features, only three lexical features found with great frequencies, namely colloquial words with 40%, use of verbs with 28.57%, and use of adjectives with 18.57%. From those dominant features, the researcher found that there is a similarity between them. All of dominant features employ a characteristic which becomes a special mark of advertisement language, namely brevity. Colloquial words, use of verbs, and use of adjectives are characterized by monosyllabic words which make effective use of words. The reason of using those three dominant lexical features is because those features are believed to hook the audiences. This researcher's opinion is along with Lund (1947) who states that there are five basic principles of advertising: attract attention, arouse interest, stimulate desire, create conviction, and get action, so that an ad should attract consumers in a one-stop-seeing. The researcher also found there are several taglines in the data which use all these dominant features in one tagline, for instance: *fresh movaa shaka, makes you nu, makes life tastier, get recharged, live smart,* and *have fun with it.*

Conclusion

The purposes of this study are to analyze the lexical features used in English advertisements taglines found in television and to figure out what triggers the uses of the dominant lexical features used in English advertisements taglines. The data were taken from taglines of any English advertisements found in any local television stations during prime time. Related to the first purpose, the researcher found there were six lexical features used in English advertisements taglines during prime time in any Indonesian local television stations. The lexical features which were found in the data were according to Myers (1994), Leech (1966), and Vestergaard and Schroder (1985) theories. The lexical features were colloquial words, coinages, loanwords, use of verbs, use of adjectives, and use of compounds. Not only identifying, the researcher analyzed how those features were applied in the taglines as well.

The researcher also found that from six lexical features proposed, there are three dominating lexical features which are used in English advertisements taglines during prime time. The value of these three dominating lexical features is 87.14% which means the most three dominant lexical features are largely used in English advertisements taglines during prime time. Those three dominant lexical features are colloquial words, use of verbs and use of adjectives. It is because colloquial words can directly attract audiences' attention (Myers, 1994). Use of verbs is also largely employed because simplicity of verbal meaning can be associated with the morphological simplicity of verbs and the structural simplicity of the verbal group (Leech, 1966, p. 154). Use of adjectives is well-applied in English advertisements taglines since it praises and beautifies the advertised product (Vestergaard & Schroder, 1985). Related to that fact, copywriters should make the advertisements

impress the audiences in a glance, so that audiences can make proper actions (Leech, 1966). Therefore, the uses of those three dominant lexical features are maintained to achieve this purpose.

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