Language Style Used in the Business Articles of *Suitmedia*'s Website

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ABSTRACT

The objective of the study was to identify the different types of language style that were used in two business articles. The writer analyzed the language style used in the strategy and creative article published on the *Suitmedia* website in October 2022. The study used Keraf's (2010) theory of language style based on diction, which utilizes three indicators: vocabulary, sentence length, and sentence structure. Moeliono et al.'s (2017) theory of inversion and Chaer's (2014) theory of syntax were also used as supporting theories. This study was conducted using a descriptive qualitative approach. The data analysis showed that the strategy article used the formal language style, and the creative article used the informal language style. The research findings indicated three differences in language style between strategy and creative articles, which are vocabulary, sentence structure, and sentence length.

Keywords: business articles; language style; language style based on diction; Suitmedia

INTRODUCTION

Language is a finite system of elements and principles that allow speakers to construct sentences for specific communicative purposes (Finegan & Besnier, 1989, as cited in Fasold & Connor-Linton, 2006). People can communicate ideas or thoughts and provide information to people based on the goals and objectives communicated through language. According to Keraf (2010), language style is language use and how information is communicated through language. Keraf (2010) differentiates language style according to the linguistics used. Language style can be classified into four in linguistics, which are *gaya bahasa berdasarkan pilihan kata* (language style based on diction), *gaya bahasa berdasarkan nada* (language style based on tone), *gaya bahasa berdasarkan struktur kalimat* (language style based on sentence structure), and *gaya bahasa berdasarkan langsung tidaknya makna* (language style based on direct and indirect meaning). The writer aimed to examine language style based on diction.

Keraf (2010) elaborates that diction involves understanding which words convey a concept most effectively in the correct position of sentences, how to order and structure the relevant phrases, and which style best suits a specific context. Diction is crucial at every level of the writing process to convey the aims and objectives conveyed, especially in the business context. According to Keraf's (2010) theory, language style based on diction can be divided into three types: formal, informal, and conversational. Three types of language style based on diction have three indicators to be analyzed: vocabulary, sentence length, and sentence structure. Therefore, the writer examined language style based on diction in the business articles published on the *Suitmedia* website.

The writer aimed to examine the language style used in the business articles of *Suitmedia*, a digital agency in Indonesia. The writer also considered choosing a digital agency because the focus of a digital agency handles digital marketing campaigns, supplying businesses with a choice of digital solutions for online products or service promotions, allowing businesses to achieve

marketing objectives, and developing business (Fredericksen, 2022). The digital agency becomes an expert in digital marketing and digital content strategies, particularly in business articles, by handling the appropriate business experience; therefore, the writer decided to use a digital agency.

PT Suitmedia Kreasi Indonesia, or *Suitmedia*, is a full-service digital agency assisting brands to transform digitally in strategy, product development, and creative communication (Suitmedia, 2020). The writer chose *Suitmedia* because of its outstanding work in customer management, mobile, and website development. Established in 2009, *Suitmedia* has helped more than 250 national and multinational companies in strategy, creativity, technology, and communication, for example, *Bukalapak*, *Toyota*, *UPH*, *Mandiri Sekuritas*, *EMC Hospital*, *Jasa Marga*, and *Darlie* (Suitmedia, 2020). *Suitmedia* also achieved incredible success in 2009 by developing the online buying and selling site *Bukalapak.com*, which received excellent customer feedback and was ranked among *Alexa*'s top 50 Indonesian websites (Suitmedian, 2020).

Suitmedia has a website that contains six pages (Suitmedia, 2020). One of the *Suitmedia* website pages is *Ideas*, which is the page that publishes monthly business articles in the strategy, creative, technology, and communication category and aims to share where all the great things of the *Suitmedia* employees begin (Suitmedian, 2020). The business articles aim to enhance the performance of SEO or Search Engine Optimization on the *Suitmedia* website (A. Sugianto, personal communication, Oct 15, 2022). The primary objective of SEO is to increase visibility in relevant internet search results to generate more leads, sales, and income, to expand online business or services, and to help a company achieve more qualified leads in products or services (Gibbons, 2020). Therefore, the writer was interested in examining business articles uploaded to the *Suitmedia* website since these articles are intended to promote a business.

The business articles published on the *Suitmedia* website have, on average, 20 to 35 sentences and four categories: strategy, creativity, technology, and communication (Suitmedian, 2020). The writer chose strategy and creative categories to compare because the two subject matters represented formal and informal topics aimed at different readerships. In doing so, the writer could see the difference between both types of language styles. The writer used one business article from the strategy and creative category because the data was sufficient for the analysis. Next, the two business articles were the highest monthly search in October 2022. The average monthly searches of the two business articles were more than 5,000 (Muslima & Endah, 2022).

The first business article is from the strategy category entitled *Strategi Benchmarking untuk Meningkatkan Brand Performance* (Benchmarking Strategy in Improving Brand Performance) (Noerrachman, 2022). This article explains benchmarking, which refers to information collected from customers on certain brands. Benchmarking impacts the brand performance of a business and its rivals. The strategy article contains 24 sentences. The second business article is from the creative category: *Instagram Reels vs TikTok: Mana yang Terbaik untuk Konten Anda?* (Instagram Reels vs TikTok: What is the Best for Your Content?) (Patricia, 2022). This article compares Instagram and Tiktok to determine the best platform for developing business content. The creative article has 34 sentences. In analyzing the language style of the two business articles uploaded to the *Suitmedia* website, the writer used Keraf's (2010) language style theory. The writer also analyzed all the sentences on strategy and creativity in the article.

METHODS

The writer used descriptive qualitative research for this study to analyze language style. The source of the data and the data were all sentences from the two business articles from the strategy and creative category uploaded on the *Suitmedia* website (Suitmedian, 2020). The titles of the two business articles were mentioned in the Introduction in the seventh paragraph. The business articles are 20 to 35 sentences per article. The writer took several steps to collate the data. The writer started by reading the articles on the *Suitmedia* website (Suitmedian, 2020). The writer then identified and divided the data into two tables: (1) strategy article and (2) creative article. The writer copied and pasted every sentence from each strategy and creative article. The sentences are derived from the *Suitmedia* website (Suitmedian, 2020).

FINDINGS AND DISCUSSION

This section contains the writer's analysis of the strategy and creative business article. The following sections explain the language style used in the strategy and creative articles. There are some examples provided in the two business articles. Each of the analyses is explained in detail further below.

Language Style Used in the Strategy Article

The strategy article discusses how benchmarking improves the brand performance of a business. According to the analysis of the three indicators, vocabulary, sentence length, and sentence structure, the strategy article uses formal language style. The strategy article applies technical words to explain the business strategy and business context for the vocabulary indicator. For instance, *indikator* (indicator), *identifikasi* (identification), *pelaku bisnis* (business people), *konsumen* (consumers)*, efektif* (effective)*, efisien* (efficient)*,* and *reputasi* (reputation). Next, the sentence length of the strategy article is long because it is in a serious context and for formal purposes. Last, the sentence structure of the strategy article has complete syntax. The syntax includes subject (S), predicate (P), object (O), and adverb (K). An example is provided in the following below:

● Sentence 1.14
"Benchmarking *dilakukan untuk melihat kondisi industri yang memiliki karakteristik tertentu, sekaligus mengidentifikasi kebiasaan yang dimiliki konsumen*"
[Benchmarking is used to assess an industry with specific characteristics, as well as to identify consumer habits]

The sentence explains what benchmarking does. Benchmarking can help a business identify consumer behaviors and characteristics. Sentence 1.14 indicates a formal language style. The vocabulary in Sentence 1.14 refers to a business context, which explains *benchmarking*. The words are in K*amus Besar Bahasa Indonesia* (*KBBI*). Some words also represent the formal language style in this sentence. First, *karakteristik* (characteristics) is usually utilized in formal language or a business context. The word *karakteristik* (characteristics) means signs or features that can be used as identification; distinguishing characteristics or qualities. *Karakteristik* (characteristics) can refer to the word *ciri* (feature), which is a characteristic that distinguishes one thing from another. If this sentence applies the word *ciri-ciri* (features), it seems there is no strong emphasis on the meaning,

general, and people commonly use it. Second, *mengidentifikasi* (to identify) represents the formal term. The reason is that the term *mengidentifikasi* (to identify) provides the sense that it is intended to express specific contexts, particularly in business settings. According to *KBBI*, the meaning of *mengidentifikasi* (to identify) is to determine and assign consumer habits of industry. If the synonyms of *mengidentifikasi* (to identify) are *mengenal* (to know), and *memahami* (to understand) used, both look vague and have a broader context. Also, the meaning of *mengenal* (to know) is being familiar with something, and *memahami* (to understand) is knowing the meaning of something. Therefore, based on the sentence context, the most suitable is *mengidentifikasi* (to identify).

Last, *konsumen* (consumer) is identical to business context. People commonly use the word *pelanggan* (customer), *pembeli* (buyer), or customer. *Pelanggan* (customer) only has one meaning: people who buy products, *pembeli* (buyer) is only for general purposes, and customer is a special term in English. Meanwhile, *konsumen* (consumer) relates to people who use products and services and buy and use those things. The sentence length of this sentence is long. The sentence structure of this sentence has the completed syntax function. There is benchmarking as subject (S), *dilakukan* (is used) as the predicate (P), *untuk* (to) is the conjunction, *melihat* (assess) as a predicate (P), *kondisi industri* (an industry) is the object (O), *yang memiliki karakteristik tertentu* (with specific characteristics) as the adverb (K), *sekaligus* (as well as) is the conjunction, *mengidentifikasi* (to identify) is the predicate (P), *kebiasaan yang dimiliki konsumen* (consumer habits) is the object (O). Also, the sentence is in the passive voice.

Language Style Used in the Creative Article

The creative article discusses a trendy and popular topic: the differences between Instagram reels and TikTok. The creative article has an informal language style, shown by analyzing the three indicators, vocabulary, sentence length, and sentence structure. For the vocabulary indicator, the creative article uses trendy or less formal words to explain marketing in the social media context. The examples of the vocabulary are *tren* (trend), *sosial media* (social media), *platform* (platform), *konten* (content), *filter* (filter), *audio* (audio), and *audiens* (audiences). Next, the sentence length of the creative article is shorter than the formal language style because the context is simple to be understood by people. Last, the creative article contains a complete syntax. Subject (S), predicate (P), object (O), and adverb (K) are all in the complete syntax. An example is provided in the following below:

● Sentence 2.1
"*Sosial media menjadi tren dan strategi bisnis dalam* digital marketing *saat ini*"
[Social media is a trend and a business strategy in digital marketing nowadays]

This sentence describes social media. The sentence also defines social media as the trend and strategy for digital marketing. This sentence indicates an informal language style. The words in this sentence can be found in *Kamus Besar Bahasa Indonesia* (*KBBI*). The word digital marketing refers to the business context. Also, some words refer to informal language styles. *Tren* (a trend) is a contemporary term nowadays. The word *tren* (a trend) in *KBBI* means *gaya mutakhir* (the newest trend) in the recent era. *Gaya mutakhir* (the newest trend) will not be used in this era because it sounds weird and strange, especially for

millennials. The term *tren* (a trend) is popular; therefore, people have become understandable words for society and the public.

Also, the word *sosial media* (social media) is incorrect in Indonesian. It should be *media sosial* (social media). However, *sosial media* (social media) is acceptable and understandable for common people. *Media sosial* (social media) in *KBBI* means pages or applications which enable users to create and share content or interact on online communities. *Media sosial* (social media) also can be mentioned as *jaringan komunikasi virtual* (virtual networking), which means an interaction facilitated through internet technology or electronic devices. However, *jaringan komunikasi virtual* (virtual networking) is rarely used in Indonesian and refers to general and virtual technologies such as email, short message service, instant messages, video chat, social media, and web conferencing. The word *jaringan komunikasi virtual* (virtual networking) does not represent the context and meaning conveyed in Sentence 2.1. Therefore, the word *media sosial* (social media) in this sentence indicates informal language style.

The sentence length is shorter than a formal language style. The sentence structure is formed of active voice and a full syntactic function. *Sosial media* (social media) is the subject (S), *menjadi* (is) is the predicate (P), *tren* (a trend) is the object (O), *dan* (and) is the conjunction, *strategi bisnis* (a business strategy) is the object (O), and *dalam digital marketing saat ini* (in digital marketing nowadays) is the adverb (K).

The Differences in the Language Style in the Two Articles

The difference is the vocabulary of the two articles. The vocabulary used by the two articles tends to be different. The context of the strategy article explains how benchmarking relates to topics that tend to be more technical or methods for implementing business strategy. Because of the topic and discussion, strategy article tends to have technical terms or are only known in business contexts, such as brand performance, benchmarking, *indikator* (indicator), *identifikasi* (identification), *pelaku bisnis* (business people), *konsumen* (consumers), *efektif* (effective), *efisien* (efficient), and *reputasi* (reputation). Those words comprehend by business people or entrepreneurs. For instance, digital strategists are responsible for researching business competitors inside a company or digital agency. Therefore, they need to require the information by reading the benchmarking topic from the strategy article. This shows that the strategy article appropriately uses the formal language style in the on-target audience.

Meanwhile, the public or societies commonly use the vocabulary in creative articles. In the context of the creative article, it explains more about marketing topics in social media. It also describes the differences between Instagram reels and TikTok, trendy and popular platforms nowadays. Examples are *tren* (trend), *sosial media* (social media), *platform* (platform), *konten* (content), *filter* (filter), *audio* (audio), and *audiens* (audiences). Those words are often mentioned and understood by the general public. The creative article discusses Instagram reels and TikTok platforms. Then, the creative article tends to have a wider context and content creation. The target audiences are not just content marketers but also influencers or the general public just beginning to become content creators. Creators may access the information provided in the creative article. Informal language becomes a language style that can be understood based on the context provided. Therefore, these words show domination to the use of informal language style in the creative article.

Another vocabulary difference is loanwords, which are a word that is taken from other languages. People and societies borrow some trends and popular words; therefore, people may hear and use the term daily. For the findings, some words indicate the loanwords derived from English in the strategy article. For example, *fitur* (features), *karakteristik* (characteristics), *efektif* (effective), *efisien* (efficient), *kompetitor* (competitor), *digital* (digital), *strategi* (strategy), *standar* (standard), and *target* (target). The strategy article has a more dominant formal language style and is conservative. Therefore, the loanwords in the strategy article are fewer. Next, the creative article has more loanwords than the strategy article. For instance, *sosial media* (social media), *tren* (trend), *strategi* (strategy), *platform* (platform), *konten* (content), *video* (video), *audio* (audio), *viral* (viral), *filter* (filters), *audiens* (audiences), *algoritma* (algorithm), *eksklusif* (exclusive), and *digital* (digital). Since the creative article is in informal language style, many common English terms are widely used and understood by society in general and daily life.

The second difference between strategy and creative articles is sentence length. The strategy article has long sentences because the context is about explaining the benchmarking strategy and brand performance for a business. Meanwhile, the creative article has shorter sentences than the strategy article, which tends to have simple words to be comprehended by people. In the two business articles, there is a difference in sentence structure between formal and informal. The formal language style's syntax is more complex than the informal language style. The example is in Sentence 1.14. Two predicates in a sentence show that the syntax is more complex than the informal language style. Meanwhile, the sentence structure of the informal language style used in the creative article also has complete syntax. The syntax includes subject, predicate, object, and adverb.

In short, this study found three differences between the language style in the strategy and creative articles on the *Suitmedia* website. The strategy article uses formal language style. In contrast, the creative article uses informal language style. These are determined by the differences in vocabulary, sentence length, and sentence structure following the topic, context, and target audience in the two business articles.

CONCLUSION

The data analysis showed that the language style used in the strategy article was formal language style. Meanwhile, in the creative article, the language style used was the informal language style. Three differences were found in the strategy and creative articles: vocabulary, sentence length, and sentence structure. The strategy article for vocabulary showed words derived from business contexts and topics. The vocabulary also tended to the specific target audiences who understood the specific context and topic discussed in the strategy article. Therefore, the strategy article used a formal language style. For the creative article, the vocabulary was commonly used by society. The vocabulary was also understandable for people without any specific target audience. The creative article's topic and context were trendy and famous nowadays. Thus, the creative article tended to use an informal language style.

The next difference was sentence length. The lengthy sentences in the strategy article explained the business strategy, which is benchmarking. Therefore, the sentence in the strategy article is long. In contrast, the creative article uses short sentences than the strategy article, which usually uses more easily understood words and has a trendy topic. Another difference was sentence structure. The strategy article has completed syntax and is more complex than the creative article. Meanwhile, the syntax in the creative article is complete, which contains subject, predicate, object,

and adverb in a sentence. A recommendation for further research involves using promotional business articles from various website companies to identify the most suitable language styles for creating promotional business articles for a specific company. It is also necessary to pay attention to the appropriate language style when providing information in the business article that cannot be separated from the article's topic, context, and target audience.

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