Language Styles Used in *CNN Indonesia* Advertorial Articles

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ABSTRACT

This study aimed to identify the language style based on diction employed by CNN Indonesia in their advertorial articles. The writer analyzed two advertorial articles from the national and lifestyle sections using three indicators from Keraf's language style theory (2006): vocabulary, sentence length, and sentence structure. Additionally, the study was supported by theories of syntax, inversion, and sentences. Conducted using the qualitative method, the study revealed that CNN Indonesia employed all three language styles in their national and lifestyle advertorial articles. The national advertorial article mostly used the formal language style, while the lifestyle advertorial article mostly used the informal and conversational language style. Moreover, the findings showed similarities and differences in the language styles used by both advertorial articles. Some indicators of language style were prominent in one section but not in another. The language style used was influenced by the topic and targeted audience.

Keywords: advertorial article, *CNN Indonesia,* diction, language style

INTRODUCTION

Language style refers to the effective communication of ideas through the use of appropriate language elements, such as words, phrases, or clauses, suited to specific contexts (Keraf, 2006). It is imperative to employ certain language styles that are suitable for the audience and the context so that communication can run smoothly (Keraf, 2006). In this study, the writer aims to analyze the use of language styles in two different advertorial articles. The writer also aims to compare the language style employed in two different advertorial articles to discover the similarities and differences.

An advertorial article is a written form of advertisement that consists of more comprehensive information about the product or brand being advertised (Revou, n.d.). The writer decided to analyze advertorial articles because it is a written form of advertisement and it aligned with the writer's study. Advertorial articles can be commonly found in newspapers, magazines, and websites. The writer decided to analyze the advertorial article from online newspapers namely *CNN Indonesia,* since people nowadays tend to read newspapers digitally through their phones.

CNN Indonesia itself is a famous and trusted online news portal that has been verified by Kominfo (Kominfo, 2018). *CNN Indonesia* began as an online news portal in 2014 under the PT. Trans News Corpora. With the slogan "The news we can trust," *CNN Indonesia* is here to deliver factual and relevant news that everyone can trust (Company Profile, CNNIndonesia.com, 2016, as cited in Florenzia, 2019). It seeks to reveal facts as they are without being biased (CNN Indonesia, n.d.).

In general, *CNN Indonesia* covers a wide range of topics with the variety of sections that they have. In total, *CNN Indonesia* has nine different sections that discuss different topics. Among the sections that *CNN Indonesia* has, the writer decided to choose two advertorial articles from the national and lifestyle sections. It is because the two chosen sections have more advertorial articles compared to the other sections. Moreover, the two sections discuss two

completely different topics. The writer assumed that these two sections might be read by two different target audiences due to topic differences. Therefore, the writer is interested in analyzing advertorial articles from these two sections.

The national section primarily covers topics related to Indonesia's domestic affairs and national matters. Consequently, the writer assumes that this section might attract readers from the older generation, educated individuals, or those from the middle-upper class. In contrast, the lifestyle section addresses topics such as food, travel, and trends, including health tips, travel advice, and recipes. The writer assumes that the target audience for the lifestyle section might be younger individuals and those from the middle class.

The first chosen article was taken from the national section of CNN Indonesia. It is titled "*Komitmen Kemitraan Nestle untuk Kesejahteraan Peternak Sapi Lokal*" (Nestle's Partnership Commitment for the Welfare of Local Cattle Farmers). It discusses what Nestle Indonesia has accomplished through its partnership with local farmers and the benefits it brings to the local residents. Meanwhile, the second chosen article was taken from the lifestyle section and is titled "*5 Keuntungan Menjadi Affiliator, Tak Sekedar Dapat Cuan*" (5 Benefits of Being an Affiliator, Beyond Earning Money). This article discusses the benefits of being an affiliator for the online e-commerce platform Shopee Indonesia. Additionally, the article provides tips for readers on how to become successful affiliates. The writer chose to analyze these two advertorial articles since the product or brands being advertised in the articles can be identified clearly. Using these two chosen articles, the writer analyzed the sentences of each article using the theory of language style based on diction by Keraf (2006), along with other supporting theories.

Keraf (2006) states that language style based on diction involves selecting words that are appropriate for a given context or situation, ensuring they are suitable and accepted by the audience without negatively impacting the situation. It is crucial to choose words that match the audience's characteristics, so that it can be accepted by the target audience. Recognizing its importance in conveying ideas, the writer aimed to analyze language style based on diction. According to Keraf (2006), language style based on diction is divided into three: formal, informal, and conversational. It is divided through three indicators which are vocabulary, sentence length, and sentence structure indicators.

METHODS

In conducting the study, the writer employed a qualitative method to analyze the language style used in CNN Indonesia's advertorial articles. The source of data and data were the sentences from the two selected advertorial articles in CNN Indonesia's national and lifestyle sections, as mentioned in the introduction paragraph. The writer gathered all the data by visiting CNN Indonesia's website and reading the chosen advertorial articles in the national and lifestyle sections. The writer then collected all the necessary data and arranged them in designated tables. Each piece of data was analyzed using the theory of language style by Keraf (2006), along with other supporting theories.

FINDINGS AND DISCUSSION

Through the analysis, the writer found that all three language styles based on diction were used by CNN Indonesia in both national and lifestyle chosen advertorial articles. The national advertorial article is dominated by a formal language style, whereas the lifestyle advertorial article mostly employed a mix of informal and conversational language styles.

Additionally, the writer also discovered some similarities and differences between the language styles used in the two chosen advertorial articles.

Formal Language Style

Table 1
Comparison of Formal Language Style Used in CNN Indonesia's National and Lifestyle Advertorial Articles

Language Style Based on Diction	National Advertorial Article	Lifestyle Advertorial Article
Vocabulary	Formal, derived from the standard Indonesian	Formal, derived from the standard Indonesian
Sentence Length	**Lengthy** and complex	**Standard** and less complex
Sentence Structure	Complete and **complex**	Complete and **less complex**
Examples:	**Sentence 1.23:** *Di mana kemitraan peternak sapi perah lokal ini* (This local dairy farmer partnership) is the subject (S), *juga mencakup* (also includes) is the predicate (P), *pelatihan tentang praktik peternakan sapi perah* (training on dairy farming practices) is the object (O), *yang baik dan berkelanjutan,* (that is good and sustainable) is the adverb (K), *perawatan dasar kesehatan sapi* (basic cow health care) is the object (O), *dengan pemotongan kuku* (with hoof trimming) is the adverb (K).	**Sentence 2.21:** *Anda* (You) is the subject (S), *bisa pilih* (can choose) is the predicate (P), *tempat kerja sesuai keinginan* (workplace you want) is the object (O), *mulai dari cafe, kamar, taman, lapangan basket dan masih banyak lagi* (from cafes, rooms, parks, basketball courts and more) is the adverb (K).

The formal language style is usually identified by its long sentences with complicated syntax structures (Keraf, 2006). It also often utilizes formal vocabulary derived from standard language (Keraf, 2006). As depicted in the table above, the formal language style employed in the two chosen advertorial articles has some similarities and differences.

In terms of similarities, both articles employed formal vocabulary in their formal language style sentences. In terms of differences, both articles employed sentence length and sentence structure indicators differently. The formal language style in the national advertorial article tended to have lengthy sentences with complete and complex sentence structures. The ideas being conveyed were also complex. On the other hand, the formal language style in the lifestyle advertorial article had standard sentence length with complete but less complex sentence structures. It also conveyed ideas that were more simple and could be easily understood. Here are examples of formal language styles employed in the national and lifestyle advertorial articles.

Sentence 1.23 was taken from the national advertorial article and belongs to the formal language style. As can be seen, sentence 1.23 employed formal vocabulary that was derived

from the standard language. Moreover, the sentence also has a complete and complex syntax function as it consists of more than one clause. Additionally, the sentence is also considered lengthy as it consists of 27 words and is used to give an explanation. The sentence itself is used to explain the things that were done through the partnership.

On the other hand, sentence 2.21 belongs to the formal language style and was taken from the lifestyle advertorial article. The sentence also employs formal vocabulary, such as the word "Anda" (You). In terms of length, the sentence has a standard length with less complex ideas. Moreover, since it has a standard length, the sentence tends to have complete but less complex syntax functions. The ideas being conveyed are less complex.

From the comparison above, it can be concluded that the formal language style in both articles was evident through different indicators. The formal language style in the national article was evident through sentence length and sentence structure indicators. The vocabulary indicator was not significant since the national advertorial article generally employs formal vocabulary. In contrast, the formal language style in the lifestyle advertorial article was evident through vocabulary indicators. Formal vocabulary was rarely used in the lifestyle article; therefore, the vocabulary indicator is significant. The sentence length and sentence structure indicators were not significant as most of the time the sentences in the lifestyle article tended to have a standard length with complete but less complex syntax functions.

Informal Language Style

Table 2
Comparison of Informal Language Style Used in CNN Indonesia's National and Lifestyle Advertorial Articles

Language Style Based on Diction	National Advertorial Article	Lifestyle Advertorial Article
Vocabulary	**Formal**, Derived from the standard language	**Casual or Less formal** derived from standard language
Sentence Length	**Short** and simple	**Standard**
Sentence Structure	Complete and simple	Complete and simple
Examples:	**Sentence 1.9:** _Energi ini_ (This energy) is the subject (S), _bisa digunakan_ (can be used) is the predicate (P), _untuk memasak oleh warga setempat dan penerangan kandang sapi_ (for cooking by local residents and lighting the cowsheds) is the adverb (K).	**Sentence 2.33:** _Jika ingin mendulang cuan besar_ (If you want to make big bucks) is the adverb (K), _sebagai affiliator Anda_ (as an affiliator you) is the subject (S), _perlu memikirkan_ (need to think of) is the predicate (P), _strategi_ (strategies) is the object (O), _supaya konten kamu viral_ (to make your content go viral) is the adverb (K).

According to Keraf (2006), the informal language style is often characterized by its informal vocabulary, shorter sentences, and complete but less complex syntactic structure. The informal language style is usually used to convey simpler ideas that can be easily understood (Keraf, 2006).

From the table above, it can be seen that both national and lifestyle articles had complete yet simple sentence structures, in accordance with the characteristics of informal language style. In terms of differences, the vocabulary and sentence length indicators were employed differently. The national advertorial article employed formal vocabulary. Moreover, the sentences tended to be short and used to convey simple ideas. In contrast, the lifestyle advertorial article employed casual or less formal vocabulary in its sentences. The sentences also had standard length and conveyed simple ideas. Sentence 1.9 and sentence 2.33 are examples of informal language styles used in national and lifestyle advertorial articles.

Sentence 1.9 serves as an example of the informal language style in the national advertorial article. It can be observed that it employs formal vocabulary derived from standard language. In terms of sentence length, it is relatively short or standard, consisting of only 13 words. Moreover, the conveyed idea is simple and easy to understand. Structurally, sentence 1.9 consists of a complete but simple sentence structure. Hence, it belongs to the informal language style.

Besides, sentence 2.33 is an example of an informal language style in the lifestyle section. Despite the use of the formal term "Anda" (You), sentence 2.33 also employs casual or less formal vocabulary such as "cuan" (profit). In terms of sentence length, the sentence has a standard length as it consists of 15 words. Although sentence 2.33 has a more comprehensive syntax function compared to sentence 1.9 in terms of sentence structure, the conveyed idea is simple and understandable.

From the comparison shown in the table above, it could be seen that the informal language style in the national and lifestyle advertorial articles was evident through different indicators. The informal language style in the national advertorial articles could be clearly identified through the sentence length and sentence structure indicators. The informal sentences had short and simple structures, which were rare in national advertorial articles. Moreover, the vocabulary indicator was not significant since the national articles employed mostly formal vocabulary. In contrast, the informal language style in the lifestyle advertorial article was evident through the vocabulary indicators. The sentence length and sentence structure indicators were not really significant as the sentences in the lifestyle articles mostly had standard length with simple syntax functions.

Conversational Language Style

Table 3
Comparison of Conversational Language Style Used in CNN Indonesia's National and Lifestyle Advertorial Articles

	National Advertorial Article	Lifestyle Advertorial Article
Vocabulary	**Standard language**	**Non-standard or popular words**
Sentence Length	**Brief** and fragmented	**Standard** but fragmented
Sentence Structure	Incomplete	Incomplete
Examples:	**Sentence 1.14:** _Penyediaan_ (Provision) is the subject (S), and _akses sumber air bersih_	**Sentence 2.35:** _Buat_ (create) is the predicate (P), _konten_ (content) is the object (O), _yang relatable_

	(access to clean water sources) is the object (O).	*dengan trend terkini* (that is relatable to the latest trends) is the adverb (K).

Keraf (2006) argues that conversational language often employs non-standard or popular vocabulary in its sentences. In terms of sentence length, the sentences are often very brief and sometimes in the form of fragmented sentences. Additionally, syntax functions are often neglected; therefore, the sentences are incomplete.

The table above presents the similarities and differences of the conversational language style used in the national and lifestyle advertorial articles. In terms of similarities, the conversational language style in both advertorial articles had incomplete syntax functions. The sentences often lacked a subject or predicate. On the other hand, in terms of differences, the national and lifestyle advertorial articles employed the vocabulary and sentence length indicators in different ways. The national advertorial article employed formal or standard vocabulary in its conversational language style. The sentences were also brief and fragmented. In contrast, the lifestyle advertorial article employed non-standard or popular words in its conversational language style. The sentences also had standard length and were often fragmented. Sentence 1.14 and sentence 2.35 were examples of conversational language styles employed in both advertorial articles.

Sentence 1.14 is a conversational language-style sentence taken from the national advertorial article. The vocabulary employed in the sentence consists of formal vocabulary derived from the standard language. Additionally, the length of sentence 1.14 is very brief as it only consists of five words. Moreover, the sentence structure is also neglected. It only consists of a subject and an object. It lacks a predicate, which is one of the most essential syntax elements in a sentence. This form of sentence in the national advertorial article is commonly used as headings, therefore it is very brief and straightforward.

Next, sentence 2.35 portrays the common conversational language style employed in lifestyle advertorial articles. The sentences employ non-standard Indonesian vocabulary such as "relatable" and "trend." Moreover, in terms of length, the sentences have standard length. Similar to those in the national advertorial article, the sentence structure of conversational language style in lifestyle advertorial articles is often neglected. They often lack a subject, just like in sentence 2.35. This kind of sentence is acceptable in lifestyle advertorial articles as they are mostly used as command or instruction sentences.

The table of the comparison above shows that the conversational language style in the national and lifestyle advertorial articles was evident through different indicators. The conversational language style in the national advertorial article was evident through the sentence length and sentence structure indicators. It is rare for a sentence to be very brief and have incomplete syntax functions in national advertorial articles; therefore, those two indicators were very significant. The vocabulary indicator, however, was not significant since the national advertorial article generally employed formal vocabulary. On the other hand, the conversational language style in the lifestyle advertorial article was mostly evident through the vocabulary and sentence structure indicators. The sentence length indicator was not significant since most of the sentences in the lifestyle advertorial articles have standard length.

CONCLUSION

To conclude, both the national and lifestyle advertorial articles of CNN Indonesia employed all three language styles based on diction: formal, informal, and conversational language styles. The national advertorial article utilized a more formal language style, while the lifestyle advertorial article employed more informal and conversational language styles. The writer found some similarities and differences between the language styles used in these articles. In terms of differences, the language styles in the two advertorial articles were evident through different indicators. In the national advertorial articles, the language styles were evident through the sentence length and sentence structure indicators. In contrast, the language styles in the lifestyle advertorial article were evident through the vocabulary indicator. The similarity in both articles was the use of conversational language that was indicated by neglected sentence structures. The writer concluded that the employment of language styles was influenced by the topic and the target audience of both advertorial articles, The national advertorial article appealed to an older, highly educated audience due to their serious topics and formal language style. Conversely, the lifestyle advertorial article appealed to a younger, possibly less educated audience due to its relaxed topics and informal, conversational language.

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