



## The Language Functions Used in Hospitality Advertisement during the Covid-19 Pandemic

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### Abstract

This research aimed to determine the use of language functions employed in hospitality advertisement during the covid-19 pandemic. The online flyer of Agata Hospitality served as the data source. The data was analysed using a descriptive qualitative method. Roman Jakobson theory (1960) was used to analyse the data. This research came to three results. First, the researcher discovered a total of 124 data, there were 63 data of referential function, 7 data of emotive function, 8 data of conative function, 38 data of phatic function, 7 data of poetic function and 1 data of metalingual function. Second, the most prevalent language function found is referential function and phatic function because mostly the content of the online flyers of Agata Hospitality contains the information of their product and services and aims to attract the attention and interest of the target audience. Lastly, the language functions used in online flyers have an important influence on attracting the attention, interest and curiosity of the target audience so that they make purchases or reservations during the pandemic.

**Keywords:** *language function, advertisement, online flyer*

### Abstrak

Penelitian ini bertujuan untuk mengetahui penggunaan fungsi bahasa yang digunakan dalam iklan Agata Hospitality selama masa pandemi covid-19. Brosur online dari iklan Agata Hospitality menjadi sumber data penelitian ini. Analisis data menggunakan metode deskriptif kualitatif. Data dianalisis berdasarkan teori yang dikemukakan oleh Roman Jakobson (1960). Penelitian ini menghasilkan tiga kesimpulan. Pertama, peneliti menemukan total 124 data, ada 63 data fungsi referensial, 7 data fungsi emosi, 8 data fungsi konatif, 38 data fungsi fatik, 7 data fungsi puitis dan 1 data fungsi metalingual. Kedua, fungsi bahasa yang paling banyak ditemukan adalah fungsi referensial karena sebagian besar isi brosur online Agata Hospitality berisi informasi produk dan layanan mereka. Selain itu, fungsi fatis juga sering digunakan pada brosur online dari Agata Hospitality karena bertujuan untuk menarik minat dan perhatian dari target audiens. Yang terakhir, fungsi bahasa yang digunakan dalam brosur memegang pengaruh penting untuk menarik perhatian, minat dan rasa penasaran dari target audience sehingga mereka melakukan pembelian atau reservasi selama pandemic.

**Kata kunci:** *fungsi bahasa, iklan, brosur online*

## Introduction

Language function is one of the most important aspects of communication since every word or sentence said has significance. People utilize language to express themselves and communicate with one another. According to Jakobson (1960) “language function refers to the purpose of how people use the language to communicate”. They may communicate utilizing more than one language function, both orally and in writing. In the form of writing, particularly in the form of an advertisement, it may include several messages, requiring the employment of multiple linguistic functions. Advertisers use specific language function to make their ads as attractive as possible and encourage people to use the product or service. The audience as the target of the advertisement will be affected by the variances in linguistic function employed in advertising. Wright (1978) stated that “advertising is a communication process that has a very important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information”. Advertising is one of the sales and marketing support elements for creating relevant information about a particular product or service. Advertising as a marketing tool is used in the sales and marketing of all businesses, including Agata Hospitality. Agata Hospitality is one of Bali's hotel and villa management companies and manages 14 properties in Bali ([www.agatabali.com](http://www.agatabali.com)). They provide accommodation and services to tourists visiting Bali. To survive in the current pandemic, Agata Hospitality's sales and marketing departments are trying to promote their hotels and villas by advertising in the form of online flyer distributed via email and social media. In their online flyers were found many language functions used.

This research is not the first research, there are some of the latest related studies such as Language Functions in the Clothing Advertisement in Suave Catalogue Magazine (Riyantono and Setyarini, 2012), and the objective of their research was to determine the linguistic functions utilized in the clothing ads' headline, slogan, and textbody. They were observed the language functions based on Jakobson's theory as cited in Hebert (2006). Their data were collected from Suave Catalog Magazine volume 05 64<sup>th</sup> editions December 2009 up to volume 06 68<sup>th</sup> edition April 2010. They were analyzed 10 advertisements of that magazine by using descriptive qualitative method. They found that the slogan or headline of the ads used certain language functions such as phatic function, conative function, referential function, emotive function and poetic function. They also found that an advertisement contains a combination of several language functions.

Second latest related study was about Function of Language as Found in Economical News (Simanjuntak and Manik, 2015), their research was done by qualitative research and they were discussed five types of language functions such as personal function, interpersonal function, directive function, referential function, and imaginative function according to the theory from Finocchiaro and Brumfit. The data of their research was taken from Jakarta Post. In their study, they found that referential function was used dominantly.

Third latest related study was about Language Function in Social Life and Its Influences (Erlita, 2012). She analyzed about the use of language and how the function of language can give impact to society, she found that language assists humans in conveying, processing, and receiving messages. In her researched study, she is using several theories from the experts such as the theory from Michael Halliday (2003:80) namely; regulatory function; interactional function; personal function; heuristic function; imaginative function; and instrumental function. She also using the theory from Roman Jakobson (1960, 350-377) namely; referential function; emotive function; conative function; phatic function; poetic function; metalingual function.

Fourth related study was about Language Function used by The Main Character in “12 Years a Slave” Movie Transcript (Yulistiono, 2015). The objective of his study was to find out the type of language functions used by the main character. He used the theory from Cook (1989) to analyze his data. His research was done by descriptive qualitative method and all type of language functions were found in his research namely; emotive; directive; phatic; poetic; referential; and metalinguistic. He also found that referential function was used dominantly by the main character of the movie because the main character of the movie wants to reveal the truth by giving information about his life.

The fifth related study was about A Language Function: The Analysis of Conative Function in Meghan Markle’s Speech (Kanaza, 2020), Meghan Markle’s Speech was the data source in his study and his study was done by qualitative method. In his researched study, he is using the theory that proposed by Roman Jakobson in Chandler (2007) namely; referential function, emotive function, conative function, phatic function, poetic function, and metalingual function. He found that conative function was used dominantly in Meghan Markle’s Speech and he does not found metalingual function was used in his data sources.

This research aim to analyze the language functions used in the online flyers of Agata Hospitality advertisements. During the Covid-19 pandemic, many language functions were found in Agata Hospitality's sales and marketing advertisement. Choosing the right language functions for the particular advertisement will have a huge impact on company's sales and marketing, especially during this Covid-19 pandemic. It's interesting to analyze the language functions of the advertisement to find out what the advertiser is trying to offer and how it can help to attract the target audience to make reservation during the pandemic.

## **Method**

This study was conducted by applying descriptive qualitative method. The data that used on this study was taken from the online flyers of Agata Hospitality advertisements during the covid-19 pandemic, with a period June 2020 – December 2021. There were 40 online flyers of Agata Hospitality were analyzed in this study. In process collected the data the researchers did several steps, such as; searching some online flyers of Agata Hospitality advertisements; reading the advertisements; and note taking the sentences which are considered having a certain language functions. The data were analyzed based on the theory proposed by Roman Jakobson

(1960) these include; referential function; emotive function; conative function; phatic function; poetic function; and metalingual function. This study used formal approach to display the findings through tables and images and informal approach used to describe the meaning of this analysis.

## Result and Discussion

The study discovered 40 online flyers of Agata Hospitality during the covid-19 pandemic that had language function after classifying the data. According to Roman Jakobson (1960) theory, the researcher found all types of language functions used in the online flyer of Agata Hospitality advertisement, namely referential function; emotive function; conative function; phatic function; poetic function; and metalingual function. The language functions found can be drawn as follows:

**Table 1. Language Function in the online flyers of Agata Hospitality advertisement**

No.	Type of Language Function	Occurrence	Percentage
1.	Referential	63	50,81%
2.	Emotive	7	5,65%
3.	Conative	8	6,45%
4.	Phatic	38	30,65%
5.	Poetic	7	5,65%
6.	Metalingual	1	0,81%
	Total	124	100%

Based on the table 1 above, the most dominating language function that occurred was referential function because most of the content of Agata Hospitality's online flyers provides information about their products and services including the benefit, product features, price list, addresses or location of their properties and validity date of their promotion. In addition, the phatic function is also often used in the online flyer of Agata Hospitality because it aims to attract the interest and attention of the target audience to read the online flyers to the end. In this case, the advertiser uses the title of the online flyer to attract the attention and interest of the target audience. Thus the phatic function plays a role in opening up opportunities for the target audience to read the entire contents of the online flyer.

## Discussion

In this part presents the analysis of the language function found in the online flyers of Agata Hospitality. The analysis presented by giving short explanation of each type of language functions used and how it can influence the audience to make

reservation during the pandemic. The online flyers of Agata Hospitality were evaluated using the theory from Roman Jakobson (1960). Some sample data will be provided for each type of language function to demonstrate the analysis carried out, as follows:



**Figure 1. Online flyer of QTTC promo at Umasari Rice Terrace Villa**

### ***Referential Function***

#### **Data 1**

*Date: June 14-19, 2021 (6 days). Location: Umasari Rice Terrace Villa*

The flyer above can be categorized as advertisement that uses the language function, namely the referential function. It can be seen that the advertisement above tells the reader about the date, time and location of the event. According to Jakobson (1960: 353) "referential or denotative or cognitive function is orientation to context, can be in the form of declarative, interrogative or statement". In this context, the referential function is used to provide information to the target audience. Advertisers convey information declaratively. Furthermore, it serves to provide clear information to the target audience in order to entice the target audience to make a reservation for that date. Thus, it is very useful to help increase sales during a pandemic because the target audience gets clear information about the events being offered and they will be tempted to place an order right away. In this case, when the target audience gets clear information about the date, time and place of a product or service being offered in the advertisement, the target audience will begin to be moved to take the next step if they want to get the offer that is being offered.

## **Data 2**

*Program & inclusions:*

*Intensive Qigong learning sessions, Qigong practice sessions, Certification upon completion, Fun outing activities, Healthy daily lunch, Tea and Coffee break*

Referential function also used to inform the benefit and features of the product or services on the advertisement. The advertisement above presented the information about the benefits of the program that being offered on the advertisement which is can be classified into referential function. The advertisers convey information declaratively by telling the target audience about all of the programs and inclusions that being offered. Information about programs and inclusions is given clearly, it aims to attract the attention and interest of the target audience to join the program. When the target audience gets clear information about what benefits they can get if they are joining the events offered in the online flyer, they will begin to consider joining and participating in the events offered. In this way, it is also possible if the target audience also informs other people about it because the information obtained is clear and feels very good to be recommended to their family or friends. In this case the referential function is very useful to attract the attention and interest of the target audience.

## ***Phatic Function***

### **Data 3**

*50 Hours Qigong Teacher Training*

The flyer above can be classified into phatic function because the advertisers intended to attract the attention of the target audience by using the headline of the advertisement. It shows that the advertisers use the headline to attract the attention and interest of the target audience by saying “50 hours” on the headline of the online flyer above. This will make the target audience curious about what activities are carried out for 50 hours and what they will get if they join the program. When the target audience reads the headline of the online flyer, they will continue to read the entire contents of the online flyer. It matched with the theory from Jakobson (1960: 355) stated “phatic function is the first verbal function acquired by infants; they are prone to communicate before being able to send or receive informative communication. It also involves some utterances that try to establish, prolong communication, to check whether the communication works, to attract the attention of the addressee or to confirm his continued attention”. Therefore the flyer above can be categorized used the language function, namely phatic function.

## ***Emotive Function***

### **Data 4**

*With Ayu Suciani. Certified Qigong Teacher*

Emotive function is the function of language used to convey about the speaker's feelings, thought, opinions, and ideas. According to Roman Jakobson (1960: 354) "the emotive or expressive function focused on the addresser, aims a direct expression of the addresser's attitude toward what he is speaking about. It tends to produce an impression of a certain emotion whether true or feigned". The flyer above also used emotive function which can be seen that the advertiser shows their confidence because the program they advertise will be guided directly by "Ayu Suciani" a Qigong teacher who is experienced and well-known in the Yoga and Qigong community in Bali. Advertisers' confidence is shown in the flyer above where they displayed the name and photo of "Ayu Suciani" in the online flyer above. This aims to convince the target audience to register and join the program because they will be guided directly by "Ayu Suciani", a Qigong master in Bali.

### ***Poetic Function***

#### **Data 5**

*Master the Movements of Qigong, Learn about its Benefit, and be a Certified Teacher!*

The goal of this function is to make the messages look nicer. According to Jakobson (1960: 356) "poetic function focuses on message for its own sake. It can be found in poetry and slogans. It concerns the artistic nature of the language itself". The flyer above shows the slogan of the program that being advertised. By displaying a slogan on the flyer, advertisers want to attract the attention of the target audience by inserting artistic language but easy-to-understand and remember. It aims to build the target audience's mindset about the program being offered on the flyer. Moreover, the readers will be interested in reading all the content on the flyer and then registering to join the programs offered. Therefore, the flyer above shows the use of language function, namely poetic function.



Figure 2. Online flyer of Agata Hospitality Management Promo

#### Data 6

*Save More, Earn More*

The figure 2 above shows the use of language function, namely poetic function. The slogan “*save more, earn more*” that is displayed on the flyer shows that the advertisers use the artistic effect of the language to attract the attention and interest of the target audience. It aims to make the target audience interested in reading all the content on the flyer and then registering to join the programs offered. It also aims to build the mindset of the target audience and build market awareness so that people know and always remember the existence of Agata Hospitality. In addition, the interesting and simple message in the slogan is made to be easy to remember and understand by readers.

#### Conative Function

#### Data 7

*Make the right change and maximize your property's full potential. Enquiry today!*

The flyer above can be categorized as advertisements that use the language function, namely conative function. According to Roman Jakobson (1960: 355) defines that “the conative function is oriented toward the addressee. It shows a language function that makes someone or addressee respond to what the addresser says or wants the listener to do”. It can be seen that the advertisers said “*enquiry today!*”, it indicates that the advertiser telling the target audience to contact them directly and make an offer of cooperation regarding the services that the advertiser offers on the online flyer. This refers to direct orders for the reader to take an action



after reading the online flyer. Therefore, it can be classified that the online flyer above is using conative function.



Figure 3. Online flyer of Gathering Promo at Cepik Villa Sidemen

### *Metalingual Function*

#### **Data 8**

*Hanging out with our friends and family is really fu! Isn't it?*

The function of language used to describe linguistic aspects is known as metalingual function. It reveals the situation in which the writers are attempting to clarify or amend the use of language. Jakobson (1960: 356) stated that “metalingual function focuses on the code factor. Whenever the addresser and/or the addressee need to check up whether they use the same code, speech is focused upon the code”. Because the language used to clarify the writer's point in the data above, the online flyer was designated as a metalingual function. The writer makes the statement *"hanging out with our friends and family is incredibly fun,"* and the writer wants to know if the reader agrees or disagrees by asking *"Isn't it?"* at the end of the statement. In this situation, the writer is attempting to convince while also persuading the reader by allowing the reader to believe that they agree or disagree with the writer's argument. While thinking about it, the reader will get more interested in reading the advertisement.

### **Conclusion**

After analyzing the data in detail by using the theory described above, the researcher found that in the online flyer of Agata Hospitality advertisement, there are 124 data of language functions provided by diverse sentences. There are six categories of language function according to Jakobson (1960), namely referential function, emotive function, conative function, phatic function, poetic function, and

metalingual function. The researcher discovered all types of language functions proposed by Jakobson in the data source, with referential function appearing in 63 data, emotive function appears in 7 data, conative function appears in 8 data, phatic function appears in 38 data, poetic function appears in 7 data and metalingual function appears only in 1 data.

In addition, the researcher found that referential function emerge as the maximum dominant language function used in the online flyer of Agata Hospitality due to the fact in most cases the content of online flyer of Agata Hospitality consists of the information and details of their product and services. It used to offer whole records about the information, features and benefits of their product and services to the target audience.

Furthermore, the researcher also found that in one online flyer there is multiple language functions used. The language functions used also have their respective roles, especially in attracting attention, interest, curiosity and action from the target audience. Based on research, the language functions used in online flyers for hotels and villas are very helpful in rebuilding market awareness, and helping to increase sales during the pandemic. The combination of online flyers by using the right language function can help attract the attention and interest of the target audience to make purchases during the pandemic.

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