LANGUAGE FUNCTIONS IN *SAMSUNG S8 AND S8+* SMART PHONE

ADVERTISEMENTS

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirement for Gaining

The Bachelor Degree in English Literature

By:

SOPIARDI ANDORA

10150019

ENGLISH DEPARTMENT

FACULTY OF ADAB AND CULTURAL SCIENCES

STATE ISLAMIC UNIVERSITY SUNAN KALIJAGA

2017

A FINAL PROJECT STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other writer's opinion or findings included in the thesis are quoted or cited in accordance with ethical standards.

Yogyakarta, November 13th 2017

The Researcher,

SOPIARDI ANDORA
Student No.: 10150019

PENGESAHAN TUGAS AKHIR

Nomor : B-638/Un.02/DA/PP.00.9/11/2017

Tugas Akhir dengan judul   : LANGUAGE FUNCTIONS IN SAMSUNG S8 AND S8+ SMART PHONE ADVERTISEMENTS

yang dipersiapkan dan disusun oleh:

Nama   : SOPIARDI ANDORA
Nomor Induk Mahasiswa   : 10150019
Telah diujikan pada   : Senin, 20 November 2017
Nilai ujian Tugas Akhir   : A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR

Ketua Sidang

Ening Herniti, M.Hum
NIP. 19731110 200312 2 002

Penguji I

Dr. Ubaidillah, S.S., M.Hum.
NIP. 19810416 200901 1 006

Penguji II

Arif Budiman, S.S., M.A
NIP. 19780309 201101 1 003

Yogyakarta, 20 November 2017
UIN Sunan Kalijaga
Fakultas Adab dan Ilmu Budaya
D E K A N

Prof. Dr. H. Alwan Khoiri, M.A.
NIP. 19600224 198803 1 001

NOTA DINAS

Hal   : Skripsi
             a.n. Sopiardi Andora
Yth.
Dekan Fakultas Adab dan Ilmu Budaya
UIN Sunan Kalijaga
Yogyakarta

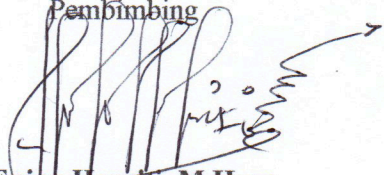*Assalamu'alaikum wr. wb.*

Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara:

Nama   : Sopiardi Andora
NIM   : 10150019
Prodi   : Sastra Inggris
Fakultas   : Adab dan Ilmu Budaya
Judul   : **Language Functions in *Samsung S8 and S8+* Smart Phone Advertisements**

Saya menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqasyah untuk memenuhi sebagian syarat memperoleh Sarjana Sastra Inggris.

Atas perhatian yang diberikan, saya ucapkan terima kasih.

Wassalamu'alaikum wr. wb.

Yogyakarta, November 13th 2017

Pembimbing

Ening Herniti, M.Hum
NIP. 197311102003122002

LANGUAGE FUNCTIONS IN *SAMSUNG S8 AND S8+* SMART PHONE ADVERTISEMENTS

By: Sopiardi Andora

ABSTRACT

This research aims to analyze the use of Roman Jakobson's language functions in *Samsung S8* and *S8+* advertisement. This research describes the language functions used in the utterances of *Samsung S8 and S8+* smart phone advertisements. This research is qualitative descriptive. The data source is *Samsung S8 and S8+* advertisement which taken from Samsung's official YouTube channel and Samsung Smartlife channel. The data are the utterances which taken from two advertisements of *Samsung S8 and S8+*. The collecting data technique is documentation. The data are analyzed by using Roman Jakobson's theory of language functions. This research finds that to deliver particular messages, the utterances employ various combinations of language functions. From 41 utterances, the researcher categorized the language functions into eight types. They are five utterances using referential, emotive, phatic, and poetic functions; one utterance using referential and emotive functions; 15 utterances using referential, emotive, and phatic functions; three utterances using referential, emotive, conative, phatic, and poetic functions; three utterances using referential, emotive, conative, and phatic functions; five utterances using referential and phatic functions; four utterances using referential, conative, and phatic functions; and five utterances using referential and conative functions. The researcher also finds that all of the utterance is using the referential function. Otherwise, the researcher does not find the use of metalingual function since this function is rarely used in the advertisement.

Keywords: *utterances, advertisements, Samsung S8 and S8+, language functions*

LANGUAGE FUNCTIONS IN *SAMSUNG S8 AND S8+* SMART PHONE ADVERTISEMENTS

Oleh: Sopiardi Andora

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan fungsi bahasa Roman Jakobson dalam iklan *Samsung S8* dan *S8+*. Penelitian ini mendeskripsikan fungsi bahasa yang digunakan pada tuturan dari iklan *Samsung S8* and *S8+*. Penelitian ini merupakan penelitian deskriptif kualitatif. Sumber data diperoleh dari iklan *Samsung S8* and *S8+* yang diambil dari kanal YouTube resmi Samsung dan kanal Samsung Smartlife. Data penelitian terbatas pada tuturan yang diperoleh dari dua iklan *Samsung S8* and *S8+*. Tekhnik pengumpulan data dari penelitian ini adalah dokumentasi. Data dianalisis dengan menggunakan teori fungsi bahasa Roman Jakobson. Penelitian ini menemukan bahwa untuk menyampaikan pesan tertentu, tuturan menggunakan kombinasi dari fungsi bahasa. Dari 41 tuturan, penulis mengkategorikan fungsi bahasa menjadi delapan tipe. Yaitu: lima tuturan menggunakan fungsi referensial, emotif, fatik, dan estetik; satu tuturan menggunakan fungsi referensial dan emotif; 15 tuturan menggunakan fungsi referensial, emotif, dan fatik; tiga tuturan menggunakan fungsi referensial, emotif, konatif, fatik, dan estetik; tiga tuturan menggunakan fungsi referensial, emotif, konatif, dan fatik; lima tuturan menggunakan fungsi referensial dan fatik; empat tuturan menggunakan fungsi referensial, konatif, dan fatik; dan lima tuturan menggunakan fungsi referensial dan konatif. Penulis juga menemukan bahwa seluruh tuturan menggunakan fungsi referensial. Sebaliknya, penulis tidak menemukan penggunaan fungsi metalingual karena fungsi tersebut tidak sering digunakan dalam iklan.

Keywords: *tuturan, iklan, Samsung S8 dan S8+, fungsi bahasa*

MOTTO

"Minds are like parachutes – they only function when open." – Walt Disney

"Some beautiful paths can't be discovered without getting lost." – Erol Ozan

"Success is a journey, not a destination." – Thomas Dewar

DEDICATION

This Graduating Paper, I dedicated to:

My Better and Brighter Future

My Beloved Wife and My Charming Son

Both of My Beloved Parents and Parents-in-Law

My Lovely Brothers and Sisters

My Lovely Lecturers

My Lovely Friends

My Mayor, English Literature Department

State Islamic University of Sunan Kalijaga Yogyakarta

ACKNOWLEDGEMENT

Assalamu'alaikum wr. wb.

Praise and gratitude is only for Allah Swt. Because of His blessing, I can finish this graduating paper with my effort and my spirit. The blessing and salutation are also for the most honorable prophet Muhammad saw. I can succeed this graduating paper because of the big support and great pray of my beloved wife, Mrs. Fitriyah Aslikhatulmilah and my beloved parents, Ibu Erdalina and Ibu Yatimah, Bapak Alfi and Bapak Siyamto, also my beloved son, Aldebaran Nabhan Pradipta Andora. All of you are the best inspiring people. This graduating paper could not be completed without advice, suggestion, and motivation from Mrs. Ening Herniti as my graduating paper adviser, and Mrs. Ulyati Retno Sari as my academic adviser. Both of you are my best adviser from the beginning to the end. I would also give so much thanks to all of people who have contributed to this graduating paper, but it is impossible to mention all of them. However, I want to express my gratitude to the following honorable person:

1. The Dean of Adab and Cultural Sciences Faculty, Prof. Dr. Alwan Khoiri, M.A.

2. The Chief of English Department, Dr. Ubaidillah, S.S., M.Hum

3. The Secretary of English Department, Bambang Hariyanto, S.S., M.A.

4. Dwi Margo Yuwono, M.Hum., Arif Budiman, M.A., Fuad Arif Fudiyartantao, S.Pd., M.Ed., Danial Hidayatullah, M.Hum., Jiah Fauziah, M.Hum. (Almh.), Dr. Witriani, M.Hum., Febriyanti Dwi Ratna, MA., and

others lecturers of English Department of State Islamic University of Sunan Kalijaga Yogyakarta, thanks for your support and guidance.

5.   My brother and sister-in-law, Muhammad Rifki Reza and Rizki Maulida, thanks for your prays, motivations, and supports.

6.   My brother, Arif Marwazi, thanks for your supports.

7.   All of my friends of English Literature Department, especially for my reviewers graduating paper seminar, Kukuh Subagyo, Taufik Andy Prasetya, Burhanudin, and Minhatun Nilmaola, thanks for your suggestions, attentions, and supports.

May Allah bless and protect these kind people. In short, I realize that this graduating paper has much weakness. Therefore, I hope any suggestions, criticisms, and advices for the better improvement.

Wassalamu'alaikum wr. wb.

Yogyakarta, November 13ᵗʰ 2017

The Researcher,

Sopiardi Andora

TABLE OF CONTENTS

x

LIST OF TABLES

LIST OF ABBREVIATION

Abbreviation 1. Ads: Advertisement

LIST OF APPENDICES

CHAPTER I

INTRODUCTION

1.1. Background of Study

As a social creature, humans live in a society. They cannot be separated from language because they will need a language to communicate each other. In linguistic, language is a sound sign system which agreed to use by certain group of society in cooperation, communication, and self identification (Kridalaksana, 2005: 3). By using language, people can communicate each other to deliver their idea, information, opinion, and even ask someone to do something. The purpose of communication is to deliver the message. The people in certain condition may choose good sentences/utterances, good voices, gestures, expressions, etc. According to Canale, "communication will be success when there is exchange and negotiation of information between at least two people either through verbal and non-verbal symbol, oral and visual/written mode or production and comprehension." (as cited in Reni, 2015: 1). One of visual mode or production communication is the video of advertisement.

Advertisement is one of media to deliver the information about some products such as goods, services, and ideas from the company to the target audiences. David Bernstein states that "advertising is the origination and or communication of ideas about products in order to motivate consumers towards purchase." (Jefkins, 1992: 5). In an advertisement, the election of the word and language is important to attract and to influence the consumers about the company products.

1

"The advertising is activity of delivering the message from a company to the audience using language." (Mihalicek, 2011: 657). The function of the language is the key to deliver the message. Different with daily language, the language of advertisement is very attractive and persuasive. The company will compile word by word to get the maximal result. According to Mihalicek, "advertising presents the most persuasive possible selling message to the right prospects for the product or services at the lowest possible cost." (2010: 657). In this case, the company has to be careful and pay attention in using the language in the advertisement. For example, in short video advertisement, the company will deliver complete message of the product through the attractive and persuasive words and language. Then, the consumers can accept the messages effectively.

The company promoted their products through mass media as a medium to deliver their message to the consumers. Hieberts states that "mass media are institutions of public communication such as television, radio, newspaper, magazines, etc." (1982: 4). About the mass media, Arens classifies it into six: (1) print media: like magazine and newspaper, (2) electronic media: like radio and television, (3) digital interactive media: like internet, (4) out-of home: like bus, taxi, and subway advertising, (5) direct mail media: like e-mail, sales letter, postcard, catalog, etc, and (6) other media such as DVD and CD (2008: 127-130). Mass media is one of the important tools for advertisement because without it, the companies cannot deliver the message of their products to the consumers.

One of the mass media is digital interactive media which usually taken from internet. In this research, the researcher chooses the advertisement from video in YouTube, while the product is *Samsung S8 and S8+*.

Samsung Group is a South Korean multinational conglomerate headquartered in Samsung Town, Seoul. On March, 1ˢᵗ 1938, *Samsung* was founded by a chairman Byung-Chull Lee in Taegu, Korea, with 30,000 won. At the start, his business focused primarily on trade export, selling dried Korean fish, vegetable, and fruit to Manchuria and Beijing. In little more than a decade, *Samsung*-which means "three stars" in Korean-would have its own flour mills and confectionery machine, its own manufacturing and sales operations, and ultimately evolve to become the modern global corporation that still bears the same name today. *Samsung* diversified in industries and electronics in 1970-1979. Since 1990, *Samsung* has grown to become one of the world's leading electronics companies, specializing in digital appliances, mobile phones, and media; semiconductors, memory, and system integration. Today Samsung innovative and top quality products and processes are world recognized. (www.samsung.com/us/aboutsamsung/corporateprofile/history06.html, accessed on November, 21ˢᵗ 2017).

Samsung until now also become one of the smart phones largest brands in the world. Two of them are *Samsung Galaxy S8 and Samsung Galaxy S8+* (shortened to *S8* and *S8+*). They are Android smart phones produced by Samsung Electronics as part of the *Samsung Galaxy S series*. Unveiled on 29 March 2017, they succeed the Samsung Galaxy S7 and S7 Edge, with a North American release

on 21 April 2017 and UK availability on 28 April 2017. *Samsung S8* and *S8+* contain upgraded hardware and major design changes over their predecessors, the Galaxy S7 and S7 Edge, including larger screens; iris and face recognition; and a docking station accessory. *Samsung S8* and *S8+* received mostly positive reviews, especially about the design and form factor. *Samsung S8* and *S8+* also were in high demand at release. During the pre-order period, a record one million units were booked in South Korea, and overall sales numbers were 30% higher than the Galaxy S7. (https://www.samsung.com/global/galaxy/galaxy-s8/, accessed on November, 21st 2017).

The researcher chooses *Samsung S8* and *S8+* smart phone video advertisements because *Samsung S8* and *S8+* are two of the latest Samsung Android products which are the improvement from the previous S series, especially *Samsung S7 and S7 Edge*. The brand Samsung and its product becomes a premium class of smart phone, especially, Android nowadays. It will make the Samsung company takes extra attention in all aspect of the way to promote the product. In this case, the promotion of Samsung product advertisement will be interesting to be analyzed in the composition of the language used. Although *Samsung S8* and *S8+* including to the latest product, they can attract attention the consumers from all over the world if compared with previous *Samsung* S series. One of the latest features in Samsung S8 and S8+ which cannot find yet in another smart phone is Bixby. Bixby is an intelligent application which helps the user of Samsung S8 and S8+ in their daily activity. Bixby have four intelligent ways as mentioned in the advertisement that Bixby can talks, sees, recommends and
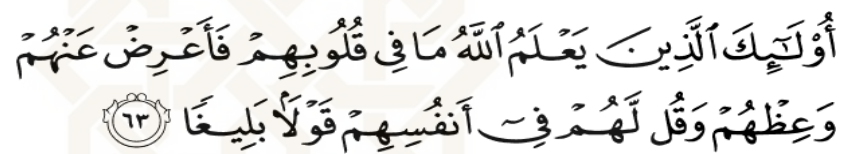
reminds. Beside the utterance of company to promote their product, the utterances of Bixby as an application in *Samsung S8* and *S8+* will be also interesting to be analyzed. The researcher choose *Samsung S8* and *S8+* smart phone video advertisements from YouTube because Samsung itself has been had the official channel in YouTube. Thus, it helps the researcher to get more specific data and more utterances to be analyzed.

The researcher chooses language functions because it is important to deliver the messages which contains in the advertisement. *Samsung S8 and S8+* smart phone advertisements which will be analyzed in this research have many consumers although they include to the latest product. Therefore, the researcher interested to analyze the words and languages which used in *Samsung S8* and *S8+* smart phone video advertisements. In this research, the researcher describes some types of language functions in *Samsung S8 and S8+* smart phone advertisements.

This research aims to analyze what are the language functions in *Samsung S8 and S8+* smart phone advertisements because these will show the types of language functions which is used, so it can influence the consumers to buy the product. Relates with the functions of language which used in an advertisement, it will be attractive, persuasive, and informative language to get the consumers' interest. Therefore, the readers will see the classification of each utterances in *Samsung S8 and S8+* smart phone advertisements based on the types of language functions.

There are three similar things between function of language, advertisement, and smart phone in our live. Language function is important to deliver the exact

message, while advertisement is important to inform about the company product to the public, and smart phone is an important tool to interact with each other which is used by almost all of the people in the world nowadays. They have each of their benefits and they are focused on one function, it is communication. The good of communication which has affects and give the benefits to the hearer become an important thing in Islamic perspective. It is stated in the Qur'an Surah An-Nisa' verse 63:

أُولَٰئِكَ ٱلَّذِينَ يَعْلَمُ ٱللَّهُ مَا فِى قُلُوبِهِمْ فَأَعْرِضْ عَنْهُمْ وَعِظْهُمْ وَقُل لَّهُمْ فِىٓ أَنفُسِهِمْ قَوْلًۢا بَلِيغًا ﴿٦٣﴾

"Those men-Allah knows what is in their hearts; so keep clear of them, but admonish them, and speak to them a word to reach their very souls.

(Al-Qur'an Terjemahan Dwibahasa Inggris dan Indonesia, 2010: 139).

This verse shows us that Islam teach the follower to deliver the messages by using effective words. This verse indicates that the important thing of communication is should give benefits to the hearer.

1.2. Research Question

Related to the language functions in *Samsung S8 and S8+* smart phone advertisements, the research question of this research is below:

What are the language functions used in *Samsung S8 and S8+* smart phone advertisements?

1.3. Objective of Study

Based on the research question, the objective of the study is formulated as follow:

Find the language functions used in *Samsung S8 and S8+* smart phone advertisements.

1.4. Significances of Study

Theoretically, this research will be useful to understand about language function of advertisement. It also becomes an additional source to the study of language function used in advertisement.

Practically, this research has several contributions. First, this study is expected to encourage the advertisers to create the advertisement by using more attractive, informative, and persuasive words in order the messages can be achieved by the consumers. Second, this research can be used as a reference of related linguistics research, especially research which related to the advertisements based on linguistic analysis.

1.5. Literature Review

The researcher finds some prior researches related to this research. The first is a graduating paper by Noberta Nissa E. R. and Maria Christina E. S. from Satya Wacana Christian University Salatiga in 2012 entitled "Language Functions Used in the Clothing Advertisement in *Suave* Catalog Magazine." The theory of this research is theory of language functions by Roman Jakobson. This research describes the use of language functions that emerge from slogan, headline, or text body of the clothing advertisement taken from *Suave* Catalog Magazine. The

method of this research is descriptive qualitative. The result of this research finds that the advertisements' slogans/headlines employ certain language functions that are used to deliver particular messages with different kinds of objectives. The result also shows that an advertisement may employ various combinations of language functions.

The second is a graduating paper by Istiganatun 'Aliyah from State Islamic University of Sunan Kalijaga in 2015 entitled "Language Function of *Toyota* India Website." This research describes the use of language features and language functions in Toyota advertisement headlines. The theories of this research are linguistic features and language functions theory by Roman Jakobson. The method of this research is descriptive qualitative. The result of this research shows that the linguistic features which demonstrate the use of each language function in *Toyota* can be seen from grammatical features, lexical features, and phonological features. This research also finds that to deliver particular messages, the headlines employ various combinations of language functions. The language functions are categorized into 6 categories. They are 5 data showing referential, conative, and emotive functions; 17 data showing referential, phatic, and conative functions; 2 data showing phatic, emotive, and conative functions; 43 data showing referential, conative, phatic, and emotive functions; 2 data showing referential, conative, poetic, and phatic functions; 28 data showing referential, conative, poetic, phatic, and emotive functions.

The third is a graduating paper by Risnu Freli Yulistiono from State Islamic University of Tulungagung in 2015 entitled "Language Functions Used by the

Main Character in *12 Years a Slave* Movie Transcript by State Mc Queen." This research describes the types of language functions used by the main character in *12 Years a Slave* Movie Transcript by State Mc Queen. The theory of this research is theory of language functions by Roman Jakobson. This research uses descriptive qualitative as the method of research. The result of this research shows that Solomon Northup as the main character in *12 Years A Slave* movie transcript by State Mc Queen used all types of language functions. They are; 43 emotive, 17 directive, 8 phatic, 4 poetic, 117 referential and 10 metalinguistic function. Solomon Northup uses referential function dominantly because as a slave, he tries to reveal the truth by correlating every piece of evidence and giving information about his life that he was a free man, not a slave that run away from other country.

The fourth is a graduating paper by Muh Syahril Asdar A. from Alaudin State Islamic University Makassar in 2017 entitled "An Analysis of Language Function in *BPEC (Benteng Panynyua English Club)* in *Fort Rotterdam*." The theory of this research is language functions by Roman Jakobson based on Herbert's theory. This research describes the types of language functions in *BPEC (Benteng Panynyua English Club)* in *Fort Rotterdam*. The method of this research is descriptive qualitative. The result of this research shows that the participant in *BPEC (Benteng Panynyua English Club)* in *Fort Rotterdam* only use four types of language functions. They are expressive function, directive function, phatic function, and referential function. The most dominant language function used by the participant is referential function.

The subject of this research is different from all these prior researches above. The first prior research analyzes the clothing advertisement in Suave catalog magazine. The second prior research analyzes Toyota advertisement headlines. The third prior research analyzes the utterances of the main character in *12 Years a Slave* movie transcript. The fourth research analyzes the utterance of the participants in BPEC. Here, the researcher takes *Samsung S8 and S8+* smart phone advertisements from YouTube as the subject of this research. The researcher uses the language functions of *Samsung S8 and S8+* smart phone advertisements utterances. The same theories as the researcher used are theory of language functions by Roman Jakobson.

1.6. Theoretical Approach

This research focuses on analyzing the utterances of *Samsung S8 and S8+* smart phone advertisements. Since the researcher analyzes the language function of the advertisement, the analysis is involved in linguistic study. Lyons states that "linguistic is the scientific study of language'." (1968: 1). Linguistic is particular study to analyze language of advertising. This research is conducted by using Roman Jakobson language functions' theory.

According to Roman Jakobson, language functions are classified into six categories. These are:

1. Referential or Denotative or Cognitive: an orientation toward the context.

2. Emotive or expressive: focused on the addresser, aims a direct expression of the addresser's attitude toward what he is speaking about.

3. Conative: oriented toward the addressee. It shows a language function that makes someone, addressee, to respond to what the addresser says or wants the listener to do.

4. Phatic: a language function that the only one they share with human beings when conversing with them.

5. Metalingual: focuses on the code factor. Whenever the addresser and/or addressee need to check up whether they use the same code, speech is focused upon the code.

6. Poetic: focuses on "message" for its own sake". (1980: 82-85).

Further explanation of these Roman Jakobson language functions' theory will be stated in the next chapter.

1.7. Method of Research

1.7.1. Type of Research

Focused on the data or object of the research, there are two types to analyze the research. These are quantitative research and qualitative research. "Quantitative research is based on the measurement of quantity or amount, its applicable to phenomena that can be expressed in terms of quantity; while qualitative research is concerned with qualitative phenomena, i.e., phenomena relating to or involving quality or kind." (Kothari, 2004: 3).

Since the data will concern language functions used in the *Samsung S8 and S8+* smart phone advertisements, the type of this research is qualitative research. "Qualitative research is descriptive, in which the researcher analyzes the data in forms of words, sentences, discourses, pictures/photographs, diaries,

memorandums, and tape-video." (Subroto, 1992: 7). The analysis will be in form of an explanation or description in words or in paragraphs, not in statistic data.

1.7.2. Data Source

The data source of research is divided into two types; these are the primary or main data and the supporting data. "The sources of data of qualitative research are societies, social of phenomena; literary works; manuscripts, and its data can be words; sentences; or discourses." (Ratna, 2004: 47). The primary data sources in this research are utterances which pronounced by the addresser in *Samsung S8 and S8+* smart phone advertisements from Samsung's official YouTube channel and Samsung Smartlife channel. These are *Samsung S8 and S8+*: Official Introduction and Communicate with *Bixby* through Talk, Tap or Type**.** Other sources such as internet, books, newspapers, journals, magazines relate to *Samsung S8 and S8+* smart phone advertisements become supporting data.

1.7.3. Data Collection Technique

According to Ratna, "there are several techniques in collecting data, they are: sampling, observation, interview, documentation, questionnaire, triangulation, and reading." (2010: 209-245). The technique of collecting data in this research is documentation. Documentation is a process to provide the document by collecting the evidences or references. It will be doing in some steps. The steps of the collecting data in this research are:

1. Searching *Samsung S8 and S8+* smart phone advertisements video in YouTube.

2. Selecting the Samsung's official YouTube channel video of *Samsung S8 and S8+* smart phone advertisements.

3. Downloading *Samsung S8 and S8+* smart phone advertisements from YouTube.

4. Listening the utterances of *Samsung S8 and S8+* smart phone advertisements.

5. Transcribing the utterances of the advertisements.

6. Classifying the utterances into each type of language function.

1.7.4. Data Analysis Technique

After the data had been collected, the researcher continues to analyze them. The researcher uses analytical descriptive method to analyze the data. "Analysis involves working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned, and deciding what will tell others." (Bodgan & Biklen, 1982: 145). Based on the statement which tells about the analysis process, after collecting the data, the researcher analyzes the data by using these following steps:

1. Finding the language functions cases appear in *Samsung S8 and S8+* smart phone advertisements.

2. Classifying the types of language function in *Samsung S8 and S8+* smart phone advertisements.

3. Analyzing and describing the situation when the language functions in *Samsung S8 and S8+* smart phone advertisements occur.

4. Drawing conclusion.

1.8. Paper Organization

This research is divided into four chapters. Chapter I is introduction which presents background of study, research question, objective of study, significant of study, literature review, theoretical approach, method of research, and paper organization. Chapter II is theoretical background which presents the deeper explanation about language function theory and its relation to the data source. Chapter III is the discussion in analyzing the data by using language function theory in sociolinguistic approach. Chapter IV gives the conclusion of the research which is completed by the suggestion for the next researcher or the next reader.

CHAPTER IV

CONCLUSION

4.1. Conclusion

After processing the data, there are some conclusions which will be drawn in this chapter. They relate to finding the language functions are used in *Samsung S8* and *S8+* advertisement. There are 41 utterances from two of *Samsung S8* and *S8+* advertisement. Most of the utterances employ more than one language function to deliver the message. The analysis also shows that the utterances use various combinations of language functions. The use of language functions can be classified into eight categories. These are follows: referential, emotive, phatic, and poetic functions; referential and emotive functions; referential, emotive, and phatic functions; referential, emotive, conative, phatic, and poetic functions; referential, emotive, conative, and phatic functions; referential and phatic functions; referential, conative, and phatic functions; referential and conative functions

From 41 utterances, five utterances use referential, emotive, phatic, and poetic functions; one utterance uses referential and emotive functions; 15 utterances use referential, emotive, and phatic functions; three utterances use referential, emotive, conative, phatic, and poetic functions; three utterances use referential, emotive, conative, and phatic functions; five utterances use referential and phatic functions; four utterances use referential, conative, and phatic functions; and five utterances use referential and conative functions.

Since this research analyzes about the advertisement, the context of the utterances is provided since language function cannot be understood out of context. Then, the researcher finds that all of the utterance in *Samsung S8* and *Samsung S8+* advertisement use the referential function. Referential function used to introduce the product of the advertisement. Emotive function used by the advertiser to express his/her feelings and ideas about the product. Conative function used to persuade the addressee to buy the product. Phatic function used to attract the addressee's attention to listen the advertisement. Poetic function used to make the advertisement has the aesthetic language in the advertisement itself. While the researcher does not find the use of metalingual function since this function is rarely used in the advertisement.

4.2. Suggestions

This research is only focuses on one element of the advertisement. It is the utterance. There are some elements of advertisement which can be used as the data source of the research, such as utterances, texts, headlines, expressions, etc. In order to get the deeper analysis, the research hopes that there will be the other researchers who will conduct not only in one element of the advertisement. All element of the advertisement is a unity and convey a message. The research hopes that there will be the other researchers who will develop this study in the future.

This research analyzes about *Samsung S8* and *S8+* advertisements .The researcher suggests that there will be the other researchers who will analyze language function of the different object. Then, the other researchers can analyze

the other smart phone advertisements, such as Oppo, Vivo, Asus, Xiaomi, Sony, Iphone, Lenovo, Nokia, etc. Moreover, they can also analyze two brands of smart phone advertisement then compare them. So, the other researcher will get the different result.

Finally, the researcher hopes that this research will be useful to sharpen the student's understanding about Language Functions and they can apply each of functions in their social interaction to make their communication flows perfectly.

REFERENCES

'Aliyah, Istinganatun. 2015. *Language Functions of 'Toyota' Advertisement Headlines* A Graduating Paper. Yogyakarta: State Islamic University of Sunan Kalijaga.

Arens, William F, Michael F. Weigold, and Christian Arens. 2008. *Contemporary Advertising 11th Edition*. New York: McGraw-Hill.

Asdar A., Muh Syahril. 2017. *An Analysis of Language Function in 'BPEC (Benteng Panynyua English Club) in Fort Rotterdam'* A Graduating Paper. Samata-Gowa: Alaudin State Islamic University Makassar.

Astuti, Reni Puji. 2015. *The Analysis of Power Relation Between The Participant in The Disaster News Interviews* A Graduating Paper. Surakarta: University of Sebelas Maret.

Belch George E, Belch Michael. 2004. *Advertising and Promotion*: *An Integrated Marketing Communication Perspective*. New York: McGraw-Hill.

Bodgan, Robert C, and Sari Knopp Biklen. 1982. *Qualitative Research for Education: An Introduction to Theory and Method.* Boston: Allyn and Bacon, Inc.

Burke, John D. 1987. *Advertising in the Marketplace*. New York: Grolier Incorporated McGraw-Hill, Inc.

Cambridge University Press. 2008. *Cambridge Advance Lerner's Dictionary, 3rd Edition*. Cambridge: Cambridge University Press.

Crystal, David. 1997. *The Cambridge Advance Learner's Dictionary, 3th Edition*. Cambridge: Cambridge University Press.

Dominick, Joseph R. 1990. *The Dynamic of Mass Communication*. United States of America: McGraw-Hill Publishing Company.

E.R., Noberta and Maria Christina E.S. 2012. *Language Functions Used in the Clothing Advertisement in 'Suave' Catalog Magazine* A Graduating Paper. Salatiga: Satya Wacana Christian University Salatiga.

Gamble, Michael W and Teri Kwal Gamble. 1986. *Introducing Mass Communication*. United States of America: McGraw-Hill.

Haldani Ahmad, and A. Badrudin. 2010. *Al-Qur'an Terjemahan Dwibahasa Inggris dan Indonesia*. Bandung: Al-Mizan Publishing House.

Hiebert, Unguraitand Bohn. 1982. *Mass Media: An Introduction to Modern Communication III*. Longman Inc.: 19 West 44th Street, New York, N.Y. 10036.

Holmes, Janet. 1992. *An Introduction to Sociolinguistics*. United States of America: Longman Publishing, New York.

Hornby, A.S. 1974. *Oxford Advanced Learner's Dictionary of Current English*. London: Oxford University Press.

Jakobson, Roman. 1985. *Verbal Art, Verbal Sign, Verbal Time*. 2037 University Avenue Southeast, Minneapolis MN 55414, United States of America: University of Minnesota Press.

Jakobson, Roman. 1980. *The Framework of Language*. Michigan: Michigan Studies in the Humanities.

Jefkins, Frank. 1992. *Advertising 5th Edition.* Linacre House, Jordan Hill, Oxford: Butterworth-Heinemann Ltd.

Kothari, C.R. 2004. *Research Methodology Methods and Thechniques (Second Revised Edition)*. Jaipur (india): University of Rajasthan.

Kridalaksana, Harimurti. 2005. *Bahasa dan Linguistik*. In Kushartanti, Untung Yuwono, Multamia RMT, Lauder (ed). *Pesona Bahasa: Langkah Awal Memahami Linguistik* (p. 3-14). Jakarta: Gramedia Pustaka Utama.

Liliwei, Alo. 2011. *Komunikasi Serba Ada Serba Makna*. Jakarta: Penerbit Kencana.

Lyons, John. 1968. *Introduction to Theotrical Linguistic*. USA: Cambridge University Press.

Mihalicek, Vedrana, and Christin Wilson. 2011. *Language Files, 7th Edition.* USA: The Ohio State University Press Columbus.

Newmark, Peter. 1988. *A Textbook of Translation*. New York: Shanghai Foreign Language Education Press, Prentice Hall.

Oxford University Press. 2008. *Oxford Learner's Pocket Dictionary4th Edition*. London: Oxford University Press.

Parera, J.D. 2004. *Teori Semantik Edisi kedua*. Jakarta: Penerbit Erlangga.

Ratna, Nyoman Kutha. 2004. *Teori, Metode, dan Teknik Penelitian Sastra*. Yogyakarta: Pustaka Pelajar.

Ratna, Nyoman Kutha. 2010. *Metodologi Penelitian-Kajian Budaya dan Ilmu Sosial Humaniora pada Umumnya*. Yogyakarta: Pustaka Pelajar.

Subroto, D. Edi. 1992. *Pengantar Metode Linguistik Strutural*. Surakarta: Sebelas Maret University Press.

Wardhaugh, R. 2000. *An Indtroduction of Sociolinguistic*. Oxford: Basil Blackwell.

Yulistiono, Risnu Freli. 2015. *Language Functions Used by the Main Character in "12 Years a Slave" Movie Transcript by State Mc Queen* A Graduating Paper. Tulungagung: State Islamic University of Tulungagung.

ONLINE SOURCES

https://www.samsung.com/global/galaxy/galaxy-s8/ (accessed on November, 21st 2017)

https://www.samsung.com/us/aboutsamsung/corporateprofile/history06.html (accessed on November, 21st 2017)

http://www.signosemio.com/jakobson/functions-of-language.asp (accessed on October, 12th 2017)

https://www.youtube.com/watch?v=D8Ert5yjMV4 (accessed on October, 12th 2017)

https://www.youtube.com/watch?v=8mzNgF2_KvI (accessed on October, 12th 2017)

Oxford Dictionary of English (accessed from Play Store on October, 10th 2017)

APPENDIXE I

LANGUAGE FUNCTIONS IN *SAMSUNG S8* AND *S8+*
ADVERTISEMENTS

*Ads 1: *Samsung S8 and S8+*: Official Introduction
*Ads 2: Communicate with *Bixby* through Talk, Tap or Type

Table 2. Referential, Emotive, Phatic, and Poetic Functions

No	Utterances	Time	Ads
1.	We live our lives through our phones	00:00:03	1
2.	We created the beautifully curved edge display and also erased the Bezels screen to give you more space for the things that matter	00:00:50	1
3.	And a bigger screen gives you the room to multitask seamlessly	00:01:09	1
4.	*Bixby* talks, sees, recommend and remind to take advantage of everything things we can do	00:00:09	2
5.	Assisting you in the most convenient way is the heart of what *Bixby* does	00:00:37	2

Table 3. Referential and Emotive Functions

No	Utterance	Time	Ads
1.	But smart phone still look the same as they did a decade ago	00:00:11	1

Table 4. Referential, Emotive, and Phatic Functions

No	Utterances	Time	Ads
1.	Button, special and frames that I'll get in our way	00:00:15	1
2.	The new infinity display gives you an incredible full screen experience, yet fit comfortably in your hand	00:00:31	1
3.	We create it by reorganizing the phones interior	00:00:39	1
4.	Making component smaller without sacrificing performance and embedding the home button under the screen	00:00:42	1
5.	Creating a level of immersion you see and feel, even games and movies are completely different with the infinity display cinematic full screen experience	00:00:58	1
6.	*Bixby* get smarter and more intuitive with every use and if you find something like, Bixby analyzes it and provides information without type a single word	00:01:29	1

7.	*Bixby* evolves as it learned to routine so you'll have the right content just when you need it	00:01:41	1
8.	*Bixby* also gives you information on what you're looking at and will recommend places to go	00:01:54	1
9.	We constantly push ourselves to give you technology that makes your life easier	00:02:14	1
10.	The camera is even better, it always focuses on your face so you get perfect selfies every time	00:02:27	1
11.	It also takes sharp beautiful pictures in low light and now it's even easier to zoom it	00:02:37	1
12.	The new gear VR has a motion sensing wireless controller that makes navigating your virtual worlds simpler and more intuitive	00:02:58	1
13.	And paired with the new gear 360, the *Galaxy S8* lets you live broadcast in 360 so you can share your most memorable moment in real time	00:03:09	1
14.	*Bixby* helps you get thing done with your *Galaxy S8* and *S8+* in four different intelligent ways	00:00:02	2
15.	*Bixby* take care of simple things like telling you the time or weather and you can ask launch various apps and executive complicated task as well, for example "turn off wifi," and wifi is officially off	00:01:20	2

Table 5. Referential, Emotive, Conative, Phatic, and Poetic Functions

No	Utterances	Time	Ads
1.	There now our screens of choice to enjoy everything from TV shows to mind-blowing games	00:00:05	1
2.	*Bixby* understand context you can interact naturally as if you were talking to a friend switching from talk to tap the type	00:01:53	2
3.	Talk, type and taps whichever is more convenient	00:02:29	2

Table 6. Referential, Emotive, Conative, and Phatic Functions

No	Utterances	Time	Ads
1.	I am filming unbox your phone, *Samsung Galaxy S8*	00:00:20	1
2.	The *Galaxy S8* will take you beyond the limits of any phone you've ever known before	00:03:20	1
3.	You can also just *Bixby* with your voice and another way to get *Bixby* attention, like tapping *Bixby* icon, it's that simple	00:01:09	2

Table 7. Referential and Phatic Functions

No	Utterances	Time	Ads
1.	The ability to unlock your phone one finger or even with your face and secure your most important file with your eyes	00:02:10	1
2.	*Samsung Dex* provides you a PC like experience, right from your phone	00:02:18	1
3.	And of course the *Galaxy S8* is still water resistant so water doesn't get in the way of your day	00:02:44	1
4.	*Bixby* can also ask you question to complete a task so if you say "Hy *Bixby*, call Brian!" *Bixby* ask you choose one tap and done	00:01:37	2
5.	That just scratching the surface	00:01:51	2

Table 8. Referential, Conative, and Phatic Functions

No	Utterances	Time	Ads
1.	Unbox your phone! *Samsung Galaxy S8* and *S8+*	00:03:27	1
2.	The *Galaxy S8* also presents a whole new way to interact with your phone, like *Bixby* experience. *"That's it a screen and need to the Jane"*	00:01:16	1
3.	New *Galaxy S8* connects you to a new world of experience	00:02:54	1
4.	*Bixby* instantly take care of it *"Hy Bixby, take a selfie!"*	00:01:03	2

Table 9. Referential and Conative Functions

No	Utterances	Time	Ads
1.	You need to register your Samsung account have an active data connection or connect wifi also turning on GPS can help fix we your richer assistant	00:00:20	2
2.	Say hello to *Bixby*	00:00:34	2
3.	You have dedicated *Bixby* key right below the volume key on your *Galaxy S8* and *S8₊* press and hold to activate Bixby *"Make my screen brighter*	00:00:49	2
4.	Start by talking, *"show me, my photos from yesterday!"Bixby* finds the photos	00:02:06	2
5.	You can tap to select, *"send this to Jane via message!"* type out your message and send	00:02:13	2

APPENDIXE II

UTTERANCES OF *SAMSUNG S8* AND *SAMSUNG S8*+
ADVERTISEMENTS

Ads 1. *Samsung S8 and S8+*: Official Introduction

00:00:03 We live our lives through our phones

00:00:05 There now our screens of choice to enjoy everything from TV shows to mind-blowing games

00:00:11 But smart phone still look the same as they did a decade ago

00:00:15 Button, special and frames that I'll get in our way

00:00:20 I am filming unbox your phone, *Samsung Galaxy S8*

<div align="center">***</div>

00:00:31 The new infinity display gives you an incredible full screen experience, yet fit comfortably in your hand

00:00:39 We create it by reorganizing the phones interior

00:00:42 Making component smaller without sacrificing performance and embedding the home button under the screen

00:00:50 We created the beautifully curved edge display and also erased the Bezels screen to give you more space for the things that matter

00:00:58 Creating a level of immersion you see and feel, even games and movies are completely different with the infinity display cinematic full screen experience

00:01:09 And a bigger screen gives you the room to multitask seamlessly

00:01:16 The *Galaxy S8* also presents a whole new way to interact with your phone, like *Bixby* experience. *"That's it a screen and need to the Jane."*

00:01:27 *Bixby* get smarter and more intuitive with every use and if you find something like, Bixby analyzes it and provides information without type a single word

00:01:41 *Bixby* evolves as it learned to routine so you'll have the right content just when you need it

00:01:54 *Bixby* also gives you information on what you're looking at and will recommend places to go

00:02:04 We constantly push ourselves to give you technology that makes your life easier

00:02:10 The ability to unlock your phone one finger or even with your face and secure your most important file with your eyes

00:02:18 *Samsung Dex* provides you a PC like experience, right from your phone

00:02:27 The camera is even better, it always focuses on your face so you get perfect selfies every time

00:02:37 It also takes sharp beautiful pictures in low light and now it's even easier to zoom it

00:02:44 And of course the *Galaxy S8* is still water resistant so water doesn't get in the way of your day

00:02:54 New *Galaxy S8* connect you to a new world of experiences

00:02:58 The new gear VR has a motion sensing wireless controller that makes navigating your virtual worlds simpler and more intuitive

00:03:09 And paired with the new gear 360, the *Galaxy S8* lets you live broadcast in 360 so you can share your most memorable moment in real time

00:03:20 The *Galaxy S8* will take you beyond the limits of any phone you've ever known before

00:03:27 Unbox your phone! *Samsung Galaxy S8* and *S8+*

Ads 2. Communicate with *Bixby* through Talk, Tap or Type

00:00:02 *Bixby* helps you get thing done with your *Galaxy S8* and *S8+*

00:00:06 In four different intelligent ways

00:00:09 *Bixby* talks, sees, recommend and remind

00:00:17 To take advantage of everything things we can do

00:00:20 You need to register your Samsung account have an active data connection or connect wifi also turning on GPS can help fix your richer assistant

00:00:34 Say hello to *Bixby*

00:00:37 Assisting you in the most convenient way is the heart of what *Bixby* does

00:00:49 You have dedicated *Bixby* key right below the volume key on your *Galaxy S8* and *S8+* press and hold to activate Bixby *"Make my screen brighter."*

00:01:03 *Bixby* instantly take care of it. *"Hy Bixby, take a selfie!"*

00:01:09 You can also just *Bixby* with your voice and another way to get *Bixby* attention, like tapping *Bixby* icon, it's that simple

00:01:20 *Bixby* take care of simple things like telling you the time or weather and you can ask launch various apps and executive complicated task as well, for example *"turn off wifi,"* and wifi is officially off

00:01:37 *Bixby* can also ask you question to complete a task so if you say *"Hy Bixby, call Brian!"* Bixby ask you choose one tap and done

00:01:51 That just scratching the surface

00:01:53 *Bixby* understand context you can interact naturally as if you were talking to a friend switching from talk to tap the type

00:02:06 Start by talking, *"show me, my photos from yesterday!"* Bixby finds the photos

00:02:13 You can tap to select, *"send this to Jane via message!"* type out your message and send

00:02:29 Talk, type and taps whichever is more convenient

CURRICULUM VITAE

1. Personal Details

    a. Name : Sopiardi Andora

    b. Birth : Tunggang, March 16th 1992

    c. Sex : Male

    d. Student Number : 10150019

    e. Major : English Literature

    f. Faculty of : Adab and Cultural Sciences

    g. Contact Person : +6285 729 983 983

    h. Source Address : Tunggang, Muko-Muko, Bengkulu.

    i. Address in Yogyakarta : Nologaten, RT 04/04, Caturtunggal,
    Depok, Sleman, D.I. Yogyakarta

    j. Hobbies : Listening music, reading, browsing, and
    traveling

    k. Interested : Bussinessman

    l. E-mail : sopiardi.andora@gmail.com

2. Educational Backgrounds:

    a. MI Negeri Tunggang (1999-2004)

    b. MTs Negeri 1 Ipuh (2004-2007)

    c. MA Negeri 1 Bengkulu (2007-2010)

    d. Universitas Islam Negeri Sunan Kalijaga Yogyakarta (2010-2017)

3. Working Experiences:

    a. Office Boy in BKKBN Office Bengkulu (Jan 2008-Feb 2009)

    b. Marketing in Raflesia Cellular (May 2010-July 2011)

    c. Owner of Super Cellular & Arsya Cellular (April 2012-Now)