

Garuda Indonesia Airlines Advertisement: A Critical Discourse Analysis

Resti Juni Astuti¹, Erstanty Arumsari¹

Keywords: Garuda Airlines advertisement, Discourse Analysis, Fairclough's three-dimensional framework

Abstract: This study examines Garuda Indonesia Airlines' advertisement from Discourse Analysis perspective. It focuses on the use of selected discourses in Garuda Indonesia Airlines' advertisement in order to attract or influence the audiences. As a flag carrier, Garuda Airlines brings the brand of tourism of Indonesia which is an important component of the Indonesian economy. The analysis is based on Fairclough's Discourse Analysis three-dimensional framework. The finding shows that advertising language is used not only to promote the product of Garuda Airlines but also to promote the natural beauty and the culture of Indonesia.

1 INTRODUCTION

As a flag carrier, Garuda Indonesia Airlines brings the brand of tourism of Indonesia. Several campaign has been launched by government through various media; printed media, television, radio and internet. In the early 1990s, the Indonesian government launched "Visit Indonesia Year 1991" to promote Indonesian tourism. In December 2014, the Minister of Tourism launched the new brand "*Pesona Indonesia*" to target domestic tourism market. Both "Wonderful Indonesia" and "*Pesona Indonesia*" have the same Garuda logo. "Wonderful Indonesia" has been the slogan since January 2011 of an international marketing campaign directed by the Indonesian Ministry of Culture and Tourism to promote tourism. The campaign replaced the previous "Visit Indonesia Year" campaign which had been used since 1991.

In order to promote Indonesian tourism, Garuda Indonesia Airlines has launched some advertisements through various media. The main purpose of the advertisement is to persuade audiences to buy the product. Cook (2001) states that advertisements inform, persuade, remind, influence, and perhaps change opinions, emotions, and attitudes. The advertisement texts must be more attractive and more unexpected. They must catch the

attention of the audiences and then identify the product. Leech in Vasiloaia (2009) sets the following principles of advertising texts: attention value, readability (by means of simple, personal, and colloquial style), memorability (the most important thing in the process of advertising is to remember the name of the product) and selling power.

Thus, this study investigates the use of discourses used in Garuda Indonesia Airlines advertisement; the linguistic features used in Garuda Indonesia Airlines' advertisement, and the discursive techniques employed in Garuda Indonesia Airlines' advertisement to attract or to influence the audiences.

2 METHODS

We strongly encourage authors to use this document for the preparation of the camera-ready. Please follow the instructions closely in order to make the volume look as uniform as possible (Moore and Lopes, 1999).

Please remember that all the papers must be in English and without orthographic errors.

Do not add any text to the headers (do not set running heads) and footers, not even page numbers, because text will be added electronically.

The analysis is based on Fairclough's Discourse Analysis three-dimensional framework. Fairclough (2001) points out three dimensional levels in analyzing discourse; textual (micro), discursive practice (meso), and social practice (macro).

'Texts' may be written or oral. Discursive practice means the processes of text production and text consumption. Sociocultural practice means the social and cultural goings-on which the communicative event is a part of (Fairclough, 2001).

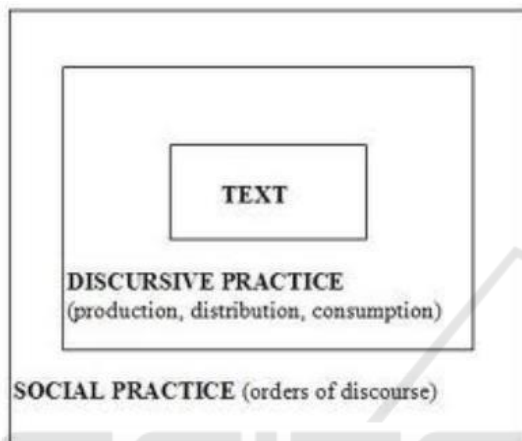


Figure 1: Fairclough's Discourse Analysis three-dimensional framework model

2.1 Textual Analysis

The textual analysis relates to linguistic features of the advertisement's discourses. The first analysis focuses on syntactic aspect. There are two main focuses in this analysis. The first one focuses on sentence types. The second one focuses on sentence structure.

2.1.1 Sentence Type

Referring to Quirk (1990), sentences may be distinguished into four major syntactic types; declaratives, interrogatives, imperatives and exclamatives. Following definitions of each of them are quoted from Quirk (1990).

"Declaratives are sentences in which it is normal for the subject to be present and to precede the verb. Interrogatives are sentences, which are formally marked in one of two ways: yes-no interrogatives (an operator is placed in front of the subject), and wh-interrogatives (an interrogative wh- element is positioned initially and there is generally

subject-operator inversion). Imperatives are sentences which normally have no overt grammatical subject, and whose verb has the base form. Exclamatives are sentences which have an initial phrase introduced by what or how, usually with subject-verb order."

2.1.2 Sentence Structure

In this part of analysis, schematic patterning is mainly focused. Parallelism is one of the forms of schematic patterning. Garuda Indonesia Airlines advertisement uses parallelism sentence structure. Parallelism can be defined as repeated use of similar grammatical structures. The second part of analysis focuses on lexical and morphological aspect. The third part of analysis focuses on semantic aspect. Each linguistic expression has its literal meaning and its figurative meaning.

2.2 Discursive Practice Analysis

This level of analysis involves studying the text's production and consumption. Several discourse strategies used in order to attract or influence the audiences.

2.3 Social Practice Analysis

This level of analysis relates to the social and cultural goings-on which the communicative event is a part of.

3 DISCUSSION

3.1 Textual Analysis

3.1.1 Sentence Type

In this study, Garuda Indonesia Airlines advertisement use declarative and imperative sentence types. These types of sentences are used to convey or assert information. The tenses used are mainly present tense. The declarative sentences can be seen from these following discourses:

A new experience, allows you to enjoy the richness of nature across Indonesia, breath-taking natural beauty, the excruciate harmony of traditional music, **savors** the variety of traditional cuisine as a worth and **reaches** your soul.

The following are examples of imperative sentences:

- **Let** them natural charm of people...
- **See, feel, listen** to the wonders beauty like in a home.
- **Experience** the real Indonesia

3.1.2 Sentence Structure

Garuda Indonesia Airlines advertisement uses parallelism sentence structure. Parallelism can be defined as repeated use of similar grammatical structures. The following are the examples of parallelism used in the advertisements analyzed in this study:

A new experience, **allows** you to enjoy the richness of nature across Indonesia, breath-taking natural beauty, the excruciate harmony of traditional music, **savors** the variety of traditional cuisine as a worth and **reaches** your soul.

Each clause has the same idea and structure beginning with verb in imperative following by a direct object. The function is to heightening the emotional tone of the message.

Meanwhile, the second part of analysis focuses on lexical and morphological aspect. Causal conjunctive adjunct is used in Garuda Indonesia Airlines' advertisement. Halliday & Mathiessen (2004) divides the Conjunctive Adjuncts into three groups: elaboration (I), extension (II), and enhancement (III). Causal conjunctive adjunct belongs to Conjunctive adjunct group III. It can be seen from this discourse:

A new experience, allows you to enjoy the richness of nature across Indonesia, ... and reaches your soul.

The use of pronouns in advertisements creates a friendly atmosphere to persuade or influence the audiences. The following are examples of pronouns used in Garuda Indonesia Airlines' advertisement:

- ... allows **you** to enjoy the richness of nature across Indonesia... (second person pronoun)
- ... and as a worth and reaches **your** soul. (possessive pronoun)

- Let **them** natural charm of people, ... (third oerson plural pronoun)
- ... touch your heart (possesive pronoun)

Pronouns 'you', 'your', and 'them' refer to the audiences of the advertisement, especially the passengers of Garuda Indonesia Airlines. These pronouns are used to address the audience directly.

The third part of analysis focuses on semantic aspect. Each linguistic expression has its literal meaning and its figurative meaning. One of figurative meaning used in this study is a trope. A trope can be defined as "a word or phrase that is used in a way that is different from its usual meaning in order to create a particular mental image or effect." (Hornby et al., 2001).

In relation to semantic aspect, Garuda Indonesia Airlines' advertisement uses personification and hyperbole trope. Personification involves directly speaking of an inanimate object, or an abstract concept, as if it were a living entity, often one with specifically human attributes (Kumari, 2014). It includes sensations, emotions, desires, physical gestures and expressions, and powers of speech, among others. The personification trope can be seen from these discourses:

- Savors the variety of traditional cuisine as a worth and reaches your soul.
- Let them the natural charm of people, touch your heart.

The second trope used in this advertisement is hyperbole. A hyperbole refers to the deliberate use of overstatement or exaggeration to achieve emphasis (Kumari, 2014). The following are examples of hyperbole trope:

A new experience, allows you to enjoy the richness of nature across Indonesia, breath-taking natural beauty, the excruciate harmony of traditional music, savors the variety of traditional cuisine as a worth and reaches your soul.

3.2 Discursive Practice Analysis

This level of analysis involves studying the text's production and consumption. Several discourse strategies are used in order to attract or influence the audiences. In this study, there are two discourse strategies used. First, this advertisement use emotive

words. Emotive words can be defined as the deliberate choice of words to elicit emotion or usually to influence. Here are the examples of emotive words used in Garuda Airlines advertisement:

- ... the excruciate harmony of traditional music,...
- ... as a worth and reaches your soul.
- Let them the natural charm of people, touch your heart.

Second, this advertisement also uses unrealistic representation strategy. It can be seen from these discourses:

- ...savors the variety of traditional cuisine as a worth and reaches your soul.
- Let them the natural charm of people, touch your heart.

3.3 Discursive Practice Analysis

This level of analysis relates to the social and cultural goings-on which the communicative event is a part of. As a flag carrier, Garuda Airlines brings the brand of tourism of Indonesia. Promoting tourism of Indonesia is mainly the focus of Garuda Indonesia Airlines. The natural beauty of Indonesia and the richness of cultural heritage that reflects Indonesia's dynamic history and ethnic diversity bring Indonesia to be one of the most popular destinations of tourism.

Some discourse strategies are used by Garuda Indonesia to promote tourism of Indonesia in this study. This advertisement promotes not only their product but also the culture of Indonesia. It can be seen from these discourses:

- ... the excruciate harmony of traditional music, savors the variety of traditional cuisine...
- Let them natural charm of people, touch your heart.

In addition, the advertiser (Garuda Indonesia Airlines) persuades the audiences to come to Indonesia by describing the natural beauty of Indonesia. It can be seen from this discourse:

- A new experience, allows you to enjoy the richness of nature across Indonesia, breath-taking natural beauty, ...

- See, feel, listen to the wonders beauty like in a home.

4 CONCLUSIONS

Based on the analysis, it can be concluded that Garuda Indonesia Airlines advertisement use various linguistic devices to influence the audiences; linguistic features strategies, discursive discourse strategies, and social practice strategies. This advertisement uses attractive discourses to catch the attention of the audiences and to identify the product. Besides, the advertising language is used not only to promote the product of Garuda Airlines itself but also to promote the natural beauty and the culture of Indonesia. The results of this study suggest that advertising language of an airline has a specific discourse unique to other texts, even other advertisements. The role as a flag carrier makes the Garuda airlines' advertisement culturally attached to the country, apart from the product itself.

REFERENCES

- Moore, R., Lopes, J., 1999. Paper templates. In *TEMPLATE'06, 1st International Conference on Template Production*. SCITEPRESS.
- Smith, J., 1998. *The book*, The publishing company. London, 2nd edition.
- Cook, G 2001. *The discourse of advertising*. Psychology Press.
- Fairclough, N 2001. *Language and power 2nd ed.* Engl. Longman.
- Greenbaum, S., Quirk, R 1990. *A student's grammar of the English language*. Essex: Pearson Education.
- Halliday, M. A. K., & Matthiessen, C. M. I 2004. *An introduction to functional grammar*. London: Routledge.
- Hornby, A.S., Ashby, M., Wehmeier, S 2001. *Oxford advanced learner's dictionary of current English*. Oxford: Oxford University Press.
- Kumari, L 2014. *Linguistic analysis of current advertisement a sociolinguistic study*. Haryana: Horizon Books.
- Vasiloaia, M 2009. *Linguistic Features of the Language of Advertising 5*.

APPENDIX

The text script of Garuda Indonesia Airlines Advertisement:

A new experience, allows you to enjoy the richness of nature across Indonesia, breath-taking natural beauty, the excruciate harmony of traditional music, savors the variety of traditional cuisine, as a worth and reaches your soul. Let then natural charm of people, touch your heart. See, feel, listen to the wonders beauty like is in a home. Experience the real Indonesia. The Garuda Indonesia experiences.

