Linguistics Devices’ Appreciation in Semarang’s Online Cuisine Advertisement Text

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Abstract
Persuasive communication can be found in advertisement language. Creating advertisement that attractive, right on target, and effective in attracting potential customers is a must to win the competition. An advertisement must be able to present everything that is smart, innovative, and must also be different in a unique sense compared to the others. This article specifically explores the appreciation devices in Semarang’s cuisine advertisement text phasing on the internet. Appreciation is one of the choices from the attitude aspects that part of appraisal system. Data in the form of attitudinal lexis were collected from online advertising texts which promote foods in Semarang. The method of providing data used the observation method. The basic technique used is the tapping technique. Meanwhile, the advance techniques used are the free, active, proficient listening technique and the note – taking technique. The data analysis in this study used a separate method. The basic technique used is the technique for direct elements, while the advance technique uses the lesion technique and the dressing technique. The results of the discussion show that the appreciation used in the Semarang’s cuisine advertisement texts on the internet is positive appreciation.

Keywords
linguistic devices
appreciation devices
cuisine advertisement text
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Persuasive communication can be found in the language of advertisement. Persuasive power in the language of advertising can be reflected in words, phrases, or clauses in the contents of written or spoken advertisements. The use of language in advertising is adapted to various needs, and for achievement of the advertisement purpose. Creating ads that attractive, right on target, and effective in attracting potential customers, is a must if you want to win the competition. An advertisement must be able to present everything, not only smart and innovative, but also must be different in a unique sense compared to the others.

Advertising is a form of indirect communication that is based on information about the advantages or benefits of a product, which is arranged in such a way as to create a pleasant feeling that will change one’s mind to make a purchase (Tjiptono, 2005). Advertising as a text is a sign system organized according to codes that reflect certain values, attitudes, and certain beliefs. Each message in the ad has two meanings, namely the meaning expressed explicitly on the surface and the meaning expressed implicitly behind the surface of the display advertisement (Kasali, 1995). Thus, interpersonal functions become the appropriate analysis to find out the construction of the meaning contained in the advertisement.

Currently advertising on internet media has become a driving force in advertising efforts. Along with the increasingly widespread use of the internet, the internet has become a medium of advertising for marketed products. Internet media provides convenience and flexibility that are not obtained when placing advertisements in other media. The advertisers will pair their advertisements on potential publisher websites, which are visited by visitors.

Linguistic research specifically seeks for appreciation devices in Semarang’s cuisine advertisement text on the Internet has not been found. In fact, the appreciation device which is one of the choices from the aspect of attitudes has important role to uncover the ideology of the ad maker. By examining the appreciation devices in cuisine ad text in Internet, the attitude of the ad maker towards the reality that surrounds it, namely the assessment of goods advertising, and the assessment of their environment, can be identified and understood.

This study aims to provide a complete description of the affect devices that build text of typical cuisine advertisement in Semarang. It is hoped that this research will be useful in helping to map the appraisal system in Indonesian ad text, especially for devices that affect the typical cuisine advertisement of Semarang. Affect is part of the rating system. Martin & Rose (2003) mentions the existence of three domains in the scoring system, namely: a) attitude in attitude (attitude), b) amplification or graduation in assessments (amplification or graduation), and c) sources of judgment (sources of attitudes or engagement). Attitudes related to three types of evaluations of: a) affect (affect or feelings), b) judgment (judgment), and c) appreciation (appreciation). From several studies that can be used as references by researchers to conduct this research (Nur & Hadi, 2016; Pusparini, Djatmika, & Santosa, 2017; Santosa, 2014; Tiani, 2017).

Martin & White (2005) stated that appreciation devices involved evaluations of semiotic and natural phenomena. It can be concluded that appreciation refers to the assessment or used
in response to a particular object or product. Appreciation related to the assessment of objects that exist around humans (Wiratno, 2018).

If the meaning of the text is identified as a whole, the position of appraisal in the interpersonal area as explained by Martin & White (2005) that on one side of the assessment is seen as a system and on the other hand the assessment is seen as a term in the assessment itself. Development of assessment theory can answer the challenge that so far research on interpersonal meanings has been more oriented to the interaction process than to ways of sharing feelings (Martin & White, 2005).

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Appraisal also evaluates objects positively and negatively. Relationships between humans and abstract quality of life are also valued the same as objects. In appreciation of the assessment of humans can be done, for example she is very beautiful. That clause is not a judgment because even if it is valued by humans, but the aspects assessed in that clause cannot be categorized as true or false criteria, but beautiful and not beautiful. Meanwhile, the question of beauty and not beauty cannot be measured by moral right and wrong criteria.

Appreciation is more abstract, there is no right or wrong justification. The valuation stressed on the aesthetic valuation of the object-cause, e.g.: rose is very beautiful. Although in this case, what is valued by an object, does not imply that it can be justified right or wrong, good or bad, but the rose is still beautiful by nature. If it is checked, example of appreciations can be seen in Table 1 below.

<table>
<thead>
<tr>
<th>positive</th>
<th>negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>low price</td>
<td>tastes bland</td>
</tr>
<tr>
<td>the crispy very delicious</td>
<td>missed menu</td>
</tr>
<tr>
<td>easy, cheap, and tasty snacks</td>
<td>the seasoning is not great</td>
</tr>
<tr>
<td>crispy, delicious, and delight culinary</td>
<td>disappointed customers</td>
</tr>
</tbody>
</table>

Figure 1. The basic system of appraisal

adapted by Martin & Rose (2003)

Table 1. Example of Appreciations
Method

This research is qualitative. Qualitative research is "any type of research that produces findings that are not obtained through statistical procedures or other means of calculation" (Strauss & Corbin, 1990). This study uses a naturalistic approach that seeks to understand phenomena in a special context setting. This method can be used to get new perspectives on things that are not widely known, or to get more in-depth information that may be difficult to convey quantitatively. Qualitative research reports are descriptive in nature, combining expressive language and "the presence of sound in the text" (Eisner, 1991).

Research location as "focus determined boundary", which literally means "boundary determined by the focus or object of research" (Lincoln & Guba, 1985). Furthermore, it is explained that the research location can be geographic, demographic, or media. Spradley (1980) states that a research location must have the main elements of a research location, namely the place or setting, actors or participants, and events. Researchers can say that the location of this research is the internet media in the realm of website services. This is with the consideration that the internet media with the service domain on the website is very broad in reach and has many users or is easily recognized by the wider community. Product promotions with website services can also be done for 24 hours.

The data source is the data was obtained. In research, data source can be places, informants, events, documents, sites, and others. Sources of data in this study were taken from internet. Cuisine ad text is obtained from the realm of website services as online advertisement.

Data are the object of research. We focus on the research, including places, participants, and events that surround that focus. Data is provided by selection and sorting of various kinds of lingual units. The data in this study are Semarang cuisine text ads in the use of appreciation devices.

The providing data method uses listening method because it is in the form of listening: done by listening, namely listening to the use of language (Sudaryanto, 2015). The basic technique used is tapping text; meanwhile, the advanced technique used was a competent, free listening technique and note taking technique (Sudaryanto, 2015).

The data analysis of this research uses the agih method, the determinant is precisely part of the language in question itself (Sudaryanto, 2015). The techniques used are basic and advanced techniques. The basic technique is the technique for direct elements (Sudaryanto, 2015). Starting from the use of technique for direct elements basic technique that produce the elements can only be used further technique. The advanced technique applied in this study is fading and dressing techniques. The use of the fatigue technique in this analysis is to determine the level of elemental ignorance that is obscured, the element that is a marker of appreciations.

Results

As explained in the theoretical basis, appreciation refers to valuation or used in responding to a particular object or product. The culinary advertising texts examined in this paper contain positive appreciation in the form of a positive assessment of cuisine.
Advertising as a text is a sign system organized according to codes that reflect certain values, attitudes, and certain beliefs. Each message in the ad has two meanings, namely the meaning expressed explicitly on the surface and the meaning expressed implicitly behind the surface of the advertisement display (Noviani, 2002). Likewise, with online advertising, the forms of online advertising that are presented are various. There are very simple online advertisements with concise, solid, and clear words. There are also online advertisements that are conceptualized in depth with words that are intriguing, but full of meaning. Advertising is a marketing communication effort both goods and services carried out by individuals, groups of companies, or government bodies to prospective consumers through various media, one of which is the medium internet (online).

The advertisers will set criteria when going to advertise, which is determining the content of the website. The contents presented by advertising on the internet can be very diverse. A web or blog with interesting content will make internet users come many times because they are interested in the content, so that a website can be popular on the internet (Martin & White, 2005). Effective internet advertising is advertising that can provide a response, both directly and indirectly, from consumers. An internet advertising in providing direct response from consumers has several features to support it.

The data shows that the appreciation devices found in twenty Semarang cuisine text ads in the internet media domain of website service. The use of positive appreciation is presented in Table 2 below.

Table 2. Appreciation Devices in Semarang’s Cuisine Advertisement Text on the Internet

<table>
<thead>
<tr>
<th>Appreciation Devices</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Appreciation (3)</td>
<td>Bisa order melalui go food. Fresh from my oven. Kue ganjeel rel Nyonyah Cakery.</td>
</tr>
<tr>
<td>Positive Appreciation (5)</td>
<td>Leker Paimo jajanan hits di Semarang.</td>
</tr>
<tr>
<td>Positive Appreciation (7)</td>
<td>Tahu pong legendaris?? Terenak!!!!! Bikin nagih di Semarang!!!</td>
</tr>
<tr>
<td>Positive Appreciation (8)</td>
<td>Tahu petis Yudhistira. We serve you Semarang’s unique original recipe.</td>
</tr>
<tr>
<td>Positive Appreciation (9)</td>
<td>Kuliner legend, rasa mythic. Ini yang asli…!!!</td>
</tr>
<tr>
<td>Positive Appreciation (11)</td>
<td>Sejak 1960. Mantap nih!!!</td>
</tr>
<tr>
<td>Positive Appreciation (12)</td>
<td>Kuliner Semarang mangut belut. Sensasi pedasnya bikin ketagihan…!!!</td>
</tr>
<tr>
<td>Appreciation Devices</td>
<td>Data</td>
</tr>
<tr>
<td>----------------------</td>
<td>------</td>
</tr>
<tr>
<td>Positive Appreciation</td>
<td>(13) Mie Kopyok Semarang. Spesial menu hanya 12k.</td>
</tr>
<tr>
<td>Positive Appreciation</td>
<td>(15) Soto terenak di Indonesia soto Bangkong Semarang.</td>
</tr>
<tr>
<td>Positive Appreciation</td>
<td>(17) Nasi ayam Bu Jawi murah banget.</td>
</tr>
<tr>
<td>Positive Appreciation</td>
<td>(18) Sate kalak. Original recipe from Grill On. Paling dicari di Semarang</td>
</tr>
<tr>
<td>Positive Appreciation</td>
<td>(19) Nikmatnya es puter Cong Lik.</td>
</tr>
</tbody>
</table>

In data (1), the phrases ‘garing’ & ‘renyah’ and the phrases ‘gurîtì’ & ‘lezat’ show the use of positive appreciation. The advertiser tries to attract sympathetic prospective consumers by revealing the look and taste of Lumpia Amoy which is garing (Indonesian: crisp) & renyah (crispy) outside, gurîh (savory) & lezat (delicious) inside. These phrases brings up a positive assessment of prospective consumers of Lumpia Amoy. It is expected that there will be a reaction from prospective consumers to prove it by purchasing Lumpia Amoy and experiencing the cuisine.

The same thing is also found in data (2). Positive appreciation is found in the use of the phrase ‘with love’, word ‘asîl’, and phrases ‘gurîtì’ (savory) & ‘nikmat’ (delicious). The ad maker tries to invite prospective consumers to try Wingko (Wingko Babat), which has started to be burned with love, has an authentic taste, also from coconut ingredients that taste savory & delicious. The use of phrases and words has led to a positive assessment of potential customers to try Wingko Babat from Kampoeng Semarang.

Data (3) is a cuisine advertisement for ganjel rel (Javanese: railroad-like) cake by Nyonyah Cakery. Positive appreciation is used by the advertiser with the word ‘fresh’. The word describes that ganjel rel cake by Nyonyah Cakery is served fresh (‘fresh from my oven’). It makes potential customers will be easily attracted to buy ganjel rel cakes in fresh condition that has just come out of the oven.

The exploitation of positive appreciation used by advertiser is also found in the data (4): ‘manis’ (sweet), ‘gurîtì’ (savory), and ‘lezaaat’ (delicious). The use of these clauses triggers an emotional reaction from potential customers to taste Asoy’s moaci cake which is undoubtedly the taste.

The maker of the Paimo’s leker cuisine advertisement on data (5) uses positive appreciation using the word ‘terkenal’ (famous). The exploitation of the word makes prospective consumers have a positive perception that this food does not need to doubt its existence and will try the famous leker.

Positive appreciation is also found in data (6), with the use ‘lunak’ (soft), the phrase ‘lezat’ (delicious) and ‘gurîtì’ (savory), also ‘terjamîrî’ (guaranteed). The ad maker invites prospective consumers to try the Juwana Elrina’s bandeng (Javanese: milkfish) for its soft thorns. In
addition, the taste is also delicious and tasty. Equally important is the cleanliness of the guaranteed milkfish by Juwana Elrina. Positive ratings will appear on consumers with a series of positive appreciation utilization and make potential consumers try it.

In the Tahu Pong (Semarang’s unique tofu) advertisement contained in data (7), positive appreciation is used by the advertiser: ‘legendariš’ (legendary) and ‘terenak’ (the most delicious). These words will be able to bring a positive assessment of potential customers. It is also hoped that there will be a reaction from potential customers in Semarang to try or buy the legendary (famous) of Tahu Pong whose taste is also undoubtedly the most delicious.

The phrase “Semarang’s unique original recipe” in data (8) is part of a clause that advertises Tahu Petis (Javanese: tofu with thick black sauce, made from shrimp) by Yudhistira (a brand-name). The use of the phrase by the advertiser will certainly make potential customers, in addition to giving a positive rating, also be curious about Tahu Petis Yudhistira. Why? Because prospective customers will try to know the uniqueness of the original recipe owned by Yudhistira’s Tahu Petis.

The words ‘legend’, ‘mythic’, and ‘asli’ (original) in data (9) are part of the cuisine advertisement for Tahu Gimbal (Javanese [“dreadlocks” tofu]: fried tofu, raw chopped cabbage, rice cake, bean sprouts, eggs, and gimbal [shrimp fried in flour] mixed with peanut sauce using shrimp paste) raised by the ad maker. The word ‘legend’ describes that Tahu Gimbal is Semarang’s cuisine that has been famous for a long time. The use of the word ‘mythic’ gives rise to a picture that is unreasonable, while the word ‘asli’ (original) gives rise to something that cannot be doubted. Utilization of these words will certainly easily lead to positive ratings from potential consumers. Consumers will feel that Tahu Gimbal is a unique cuisine that must be tried because it has been famous for a long time, it needs to be proven “its mysticism”, and “its originality”.

The typical words ‘sehat’ (healthy), ‘lezat’ (delicious), and ‘halal’ (halal: prepared as prescribed in Muslim Shariālaw.) are positive appreciation markers found in data (10). The data is the Tahu Bakso (Indonesian: meatball in tofu) “Bu Pendi” advertisement. Persuasive power through the use of positive appreciation that is raised by the ad maker can bring positive ratings from potential customers. Prospective consumers will choose snacks or special meatballs (famous), in addition to healthy ones, which tastes delicious, and of course halal. These options can be found in Tahu Bakso “Bu Pendi”.

The word ‘mantap’ (steady) in data (11) is a positive appreciation marker used by the makers of Pisang Plenet (Javanese: banana that is flattened [or pressed until it’s rather thin]). This Semarang’s banana cuisine has been around since 1960. This proves that its existence has lasted a long time through the use of the word ‘mantap’. In addition, it can also be steady in terms of taste, prospective consumers will be easily attracted to try the steady of Pisang Plenet.

In data (12), the word ‘pedasnya’ (its spicy) appears which is a sign of positive appreciation. The word appears in the ad Mangut Belut (Javanese: fried eel with sauce [made from coconut milk and has a savory and spicy taste]) Semarang. Prospective customers will certainly bring a positive assessment of this cuisine. Of course, the emergence of the use of the word spicy is intentional by the makers of advertisements with the aim of potential consumers to immediately try to enjoy the spiciness of this cuisine.
Prospective consumers who see the data advertisement (13) by using the word ‘*spesial*’ (special), a positive assessment will appear on the ad. The positive appreciation used by the ad maker is certainly to inspire potential customers to try *Mie Kopyok* from Semarang.

A positive appreciation appears on the data (14) with the use of the word ‘*terkenal*’ (famous) in the *Asem-asem Koh Liem* advertisement. Positive ratings will certainly also appear on potential customers. This cuisine is well-known home-cooked process. Prospective customers need to prove it by visiting the food stall to enjoy the menu.

The use of positive appreciation with the most delicious words is found in data (15). Of course, the use of words raised by the ad creator will lead to positive ratings from potential consumers. Furthermore, it is expected that prospective consumers try to enjoy one of the culinary delights in Semarang, namely *Soto Bangkong* Semarang that tastes no doubt, which is the most delicious.

The phrases ‘*paling enak*’ (the most delicious) & ‘mantul’ (Indonesian Slang: the abbreviation of ‘*mantap betul*’ [really good, excellent]) and ‘*gurih*’ (savory) are the use of positive appreciation used by the advertiser in data (16). The use of words also bring positive appreciation of potential customers. The reaction of prospective consumers to enjoy the most delicious meatballs in Semarang is also highly anticipated. The sauce is tasty, and the beef is also great, making this cuisine needs to be tasted.

Positive appreciation of the phrase ‘*murah banget*’ (really cheap) in data (17) was raised by the advertor of *Bu Jawi*’s chicken rice. Sure, this raises a positive assessment of potential customers. Prospective customers are expected to immediately order chicken rice because the price is affordable, which is “really cheap”.

The word ‘*original*’ in data (18) is a sign of positive appreciation that is used by advertiser. The use of the word certainly also makes a positive assessment of potential consumers. A cuisine called *Sate Kalak* is a new one that only exists in Grill on Semarang. Prospective customers are expected to immediately try to consume this “original satay”.

The advertiser in data (19) use the word ‘*nikmatnya*’ (its pleasure) as a marker of positive appreciation. Hopefully, using these words will also lead to positive ratings from potential consumers. Then, followed by a reaction to taste the delicious drink *Es Puter* (ice drink) by *Cong Lik*.

The last data (20). The data is ‘*Wédang Tahu*’ (Javanese: ginger-based drink containing tofu and flowers made from soybean juice) offered by the ad maker by utilizing the word ‘*hangatnya*’ (warmness). Sure, the choice of word will present a positive assessment of potential customers. Hopefully, will push a reaction to immediately try a *Wédang* (associated as warm drink that contains spices).

**Discussion**

Advertising is part of the promotion mix and the promotion mix is part of the marketing mix. So, advertising can be interpreted as a message that offers a product aimed at the community through a media (Kasali, 1995). The development of information technology has been very rapid in the last few decades. On all fronts of life, there are almost various internet services that adorn. This digital disruption phenomenon cannot be denied, everyone must follow this progress. This is also captured by every party in various fields or industries, one of which is
the owner of the product whose advertisements want to be displayed on the internet. The forms of online advertising that are presented also vary, for example online ads that are very simple with concise, solid, and clear words. There are also online advertisements that are conceptualized in depth with words that are intriguing, but full of meaning.

The business owners use online advertisements to introduce products that they market to a broad audience. The online advertisement contains something that will be offered, offered, or sold. In order to offer and attract the readers' attention, disclosure in online advertisements is made in such a way that the readers are persuaded to want to buy the goods or services offered (Arifin, 2000). The online advertisers have several goals in designing each ad. Setting goals is done so that the online ad is on target and becomes an effective advertisement. According to advertising as a form of commercial letter has the purpose of: making direct sales (Shurter, 1971), fulfilling the demand for production services, giving and testing reactions to production results, reaching company prospects, maintaining and growing agency, and having good faith.

The advertising goals must flow from previous decisions regarding the target market (the intended target), market positioning, and marketing programs. These advertisements can be classified as: informative advertisements, persuasive advertisements, reminder advertisements, and reinforced advertisements (Kotler, 2007). Basically, the purpose of advertising is to attract the attention of consumers to read or listen to advertisements, then comes the belief that the goods or services are the right choice and ultimately give birth to actions to buy and use the goods or services. To accommodate this, indirectly, business owners have online advertised using a number of positive effects so as to produce positive impressions for customers and potential customers. In an attempt to trace the history of the product life cycle conceptualized in advertisement about The Advertising Spiral by Kleppner (1931) that most products passed through the stages of pioneering, competitive, and retentive. It is clearly illustrated in Kleppner's statement that the stages of advertising based on the product life cycle stages of most products go through the stages of pioneering, competitive, and retentive. These three stages must be passed by an online advertisement when it comes to consumer awareness (online advertisement target).

**Conclusion**

The results of the discussion show that the appreciation used in the Semarang's cuisine advertisement texts on the Internet is positive appreciation. Positive appreciation as a choice used by ad makers, motivated by the nature of the language of advertisements to seek and influence potential consumers. By using the positive appreciation, it is expected that potential consumers give a positive feedback and even react immediately to try or buy the advertised cuisine.

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