
Critical Discourse Analysis: The Influence of Kampung Inggris Advertising Language for University Students

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ABSTRACT

Advertising as a form of promotion with language that is persuasive so that readers can believe in the words of the advertiser either directly or indirectly. In this study, the researchers aim to analyze how advertising language can attract the attention of readers or students. The researchers used a qualitative method in analyzing the advertising language in Kampung Inggris which focuses on how the text creator arranges words so that it can persuade and attract people. Data was collected by observing the Kampung Inggris' advertising language, interviewing sources from the Kampung Inggris and analyzing the results of the data using discourse analysis techniques. The findings of this study indicate that readers of advertisements are attracted to Kampung Inggris clear and simple advertising language and there are bonuses if they join the institution but the results after joining the institution will be different for each person. The institution also promotes advertisements by online and offline means which makes it more widely known to the society.

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1. INTRODUCTION

How do words make someone believe? Do the words make someone interested or not? This perception often arises in the human mind towards advertisements made by an agency to attract consumer attention. Advertising as a form of promotion with language that is persuasive so that readers can believe in the words of the advertiser either directly or indirectly. In addition, it must also contain a truth condition (McManis, 1987: 209). As well as the world of advertising today is increasingly advanced because it can be seen in terms of media, artistic, and methodology. So that the world of advertising can compete with others because the average advertisement today is based on ideas or has followed the times with sufficient technological elements. And usually advertisements are used to attract consumers to buy the goods being promoted. But advertising can also be used to attract people to use services

offered in the field of education such as tutoring institutions that offer specifications or special expertise from the institution.

Kampung Inggris is one of the institutions that can help improve the ability to speak English by using advertising, one of which is through online that attracts the attention of readers. Online marketing uses the internet as a place that makes it easier for companies to adapt to consumer needs, reduce transaction costs and make consumers move from a behaviour based on time and location to a behaviour that is not based on time and place, (Watson et al., 2002). In addition to online marketing, Kampung Inggris also conducts offline marketing by distributing brochures or pamphlets. This is intended for anyone who does not use social media and can see it at any time on the side of the road or in other places.

To attract readers' attention, this tutoring institution uses persuasive language which makes students believe because of the attractive advertising language, as revealed by Larasati, Kartika, Rahayu, Khairunisa, Julianto, (2021) in their article stating that the Internet opens up many opportunities for advertisements to be offered to the public, because the ease of accessing content makes anyone able to access it, so advertisements can be spread to a wider realm. So that students are not bored to see advertisements on several social media such as Instagram, Facebook, YouTube and TikTok applications which can be used as promotional media for Kampung Inggris course institutions. In addition, readers are also interested in advertisements in the form of English which is easily understood among the public and students because the appearance of advertisements in the form of animation makes advertisements more attractive when people see.

Of course, Kampung Inggris makes an attractive advertising language to attract someone to use its services to compete with other educational institutions so that everyone does not switch from the institution to another institution. Jhally (1995, cited in Yousefi & Farzad, 2019) argues that advertising functions as the most influential socialization institution in modern society. And it has proven to be an effective way to change one's perspective towards an educational tutoring institution. Simply put, advertising is not only used to sell/offer their products or services, but also to attract readers or consumers to buy and use their products or services.

However, advertisements about guidance institutions that have been distributed often make readers uninterested for various reasons, namely the boredom that often arises when see the advertisement because of the language style that may not be suitable for readers. Because an advertisement should pay attention to the language used so that it looks clear, concise, and easy to understand. In writing advertisements, ad script writers must also be careful in choosing diction that will be poured into the language style of their writing. The accuracy of choosing diction is used to express a thought and the appropriateness of using the diction. The accuracy of diction choice questions the ability of a diction to generate the right ideas in the reader's imagination, such as what the writer feels or thinks (Simamora, Y.S., 2020). Simply stated, accuracy in diction selection depends on the vocabulary and meaning of language words according to the region and following the development of language styles from period to period. In addition, the words in advertisements also sometimes use hyperbolic language that makes expectations difficult to believe for students' thinking. As in the article related to Kaur, Arumugam, Yunus, (2013) said that "advertising creates the highest standard of value". Because many people think that the higher the price the better the results, so that a lot of people are deceived by

existing advertisements. Therefore, many students who have entered English learning institutions but do not match the reality of the advertised language make students not confident in learning English.

After explaining how advertisements can significantly affect most people's lives, this research will reveal how English villages attract readers and understand how language is used in advertisements. In the field of Linguistics, such research is usually conducted with critical discourse analysis (CDA), which is the unification of text analysis, process analysis, and society analysis. The researchers use the CDA framework in their research in various fields such as social issues, gender issues, feminism, ideology, politics, policies, and other issues. In the context of CDA, these issues are studied through a reality approach between language, context, text, and research issues as objects of study (Gee & Handford, 2013 in Salahudin, 2019).

Based on the above discussion, this article aims to critically analyze the advertisements created by the Kampung Inggris tutoring institute. Since the Institute aims to gain public perception to use their services, we focus on how the language used by advertisers can attract readers' attention or even make readers uninterested. In social practice, CDA has incorporated various branches of science, such as economics, politics, and education. In the field of education, especially language teaching, CDA techniques are applied to develop learners' critical thinking and attitude in learning English. Therefore, another aim of this study is to explore how Kampung Inggris captures English students' attention which can affect them on advertising language.

2. METHODS

This research uses a qualitative method in analyzing the language of advertisements in kampung English which was conducted for almost 3 weeks. This research focuses on how the text maker arranges words so that it can persuade and attract people to buy it. But often these words do not suit the reader and make the reader bored. So, the researchers conducted a data analysis process, namely First, making observations through online or offline regarding people's perceptions of the Kampung Inggris. Second, conducting interviews with participants who have experience in participating in Kampung Inggris. Third, analyzing data from interviews and observations of advertising language using critical discourse analysis techniques. Fourth, making conclusions.

Data were collected by conducting observations and interviews. Data collection in discourse analysis involves collecting texts and messages relevant to the problem under study and consists of existing documents, namely conducting interviews with 2 resource people to find out the effect of advertising language on the resource person and how the guidance institution attracts students' attention. In addition, it is also through advertisements on electronic media, such as Instagram and YouTube as a comparison to analyze the data. The researchers analyzed the data using critical discourse analysis techniques

3. FINDINGS AND DISCUSSION

The researchers analyzed the data collected through structured interviews with respondents qualitatively using discourse analysis techniques. According to Fairclough (2013) "critical discourse analysis involves a focus on how text and talk work to reproduce, legitimate, reproduce or challenge particular power relations, social practices, ways of thinking, and identities." Based on data obtained by researchers

through the official website of Kampung Inggris LC, this course institution has more than 47,449 alumni and 143 tutors who have been established since 2015 until now. So, the researchers will study how the advertising language that has been disseminated so far can attract the attention of students and students so that they have so many alumni within 8 years.

3.1 Language Uses in Terms of Facilities Offered and Stated in Kampung Inggris Advertisements

(A)

(B)

(C)

No	FASILITAS	2 MINGGU	3 MINGGU	1 BULAN
1	Placement Test	✓	✓	✓
2	6X Program/hari (Main Class & Camp Class)	✓	✓	✓
3	Makan 3X Sehari	✓	✓	✓
4	Laundry	✓	✓	✓
5	Modul Pembelajaran & Buku Catatan	✓	✓	✓
6	Ujian Diharai Jum'at	✓	✓	✓
7	Asrama/Tempat Tinggal	✓	✓	✓
8	Teacher Berpengalaman	✓	✓	✓
9	Sertifikat LC	✓	✓	✓
10	Teacher Pendamping Asrama	✓	✓	✓
11	Grammar	✓	✓	✓
12	Speaking	✓	✓	✓
13	Pronunciation	✓	✓	✓
14	Kaos LC	✓	✓	✓
15	Fasilitas Protokol Kesehatan	✓	✓	✓
HARGA		Rp. 1.650.000	Rp. 2.125.000	Rp. 2.720.000
START PROGRAM		19, 20, 27 Desember 2021	19, 20 Desember 2021	19, 27 Desember 2021

(D)

a) Price

Price is one of the things that is often of concern to the public to compare the prices of learning course institutions with each other. Price is a reflection of the subjective value that consumers place on a good or service.

Each individual has different preferences and desires, and prices reflect the results of market negotiations, (Friedrich von Hayek, 1931). So, many learning course institutions compete by making attractive and creative advertisements and providing benefits that students' will get if they enter their course institutions.

Based on the advertisements (A, B, C) Kampung Inggris above which were distributed in 2021, 2022, 2023, we can see that the price in each advertisement is different depending on the event or the length of the course provided and also each price also depends on the event, for example in the 3 advertisements with the theme "HOLIDAY" so that the prices given are also different depending on the facilities or benefits obtained. So, it can be concluded that the three advertisements above have decreased in price every year and in accordance with the benefits obtained.

b) Certificate

The attractiveness of advertising is a message conveyed with the aim of attracting and tricking the attention of consumers who watch it (Indrianto in Ardiansyah et al 2015: 77). One of them is a certificate. A certificate is one of the documents obtained through a course. Certificates are also one way that course institutions can have enthusiasts. Where the status certificate varies such as program certificates, National Education Certificate status or others.

Based on advertisements (A, B, C), the Kampung Inggris above provides certificates, both program certificates and certificates with the National Education Office given in the last 3 years for each program opened by Kampung Inggris. It can attract the attention of readers/students to join the course institution because this will be useful for the world of work, especially in international work.

c) Certified tutor

Certified tutors refer to tutors or teachers who have obtained official certification in a particular field. The provision of this certification can help improve the quality and quantity of education in an educational institution, (Ali, M., & Erihadiana, M., 2021). This certification shows that the tutor has the necessary qualifications and knowledge to provide effective and high-quality learning to students or course participants.

In the context of advertising, mentioning that the tutor is a "certified tutor" can be attractive to prospective students or course participants. It shows that the tutor has gone through an evaluation process and has legitimacy in their field. Certification can give potential customers added confidence that they will receive quality learning from qualified tutors. Based on the advertisements (B, C, D) Kampung Inggris above which were distributed in 2021, 2022, 2023 that every year the Kampung Inggris learning institution provides facilities, namely certified or experienced tutors who can benefit participants who join this institution.

d) Benefits

In advertising language, "benefits" refers to the advantages or benefits that a product or service provides to consumers. Benefits are positive things offered or produced by a product or service that can fulfil the needs or wants of consumers.

In advertising, benefits are often used to convince consumers that the product or service offered provides a solution or satisfaction to their problem or need. For example, the benefits of advertising language include improving quality of life, saving time, improving efficiency, increasing comfort, improving performance, improving beauty, improving health, and reducing stress. It is important to communicate benefits clearly and compellingly in advertising language so that consumers understand the added value of the product or service. Strong and significant benefits can be a factor that influences consumer purchasing decisions and helps differentiate a product or service from competitors.

Based on the advertisements (A, B, C) Kampung Inggris above published in 2021, 2022, and 2023 which provide benefits or freebies such as the words "LC t-shirt" or "cool t-shirt" to participants who join this course institution. This is certainly an added value for the course institution and will later become an identity for participants that they have become part of a well-known course institution that is known nationally.

e) Learning Module

Module is a unit of teaching and learning that discusses a specific topic systematically and sequentially to facilitate independent learning students to master a unit of learning easily and accurately (Noah, S, M., & Ahmad, J.). A "learning module" refers to a learning approach or strategy used in order to deliver advertising messages to the target audience. These learning modules are designed to influence consumers' perception, knowledge, attitude, or behaviour towards the advertised product or service. The choice of learning modules in an advertisement will depend on the purpose of the advertisement, the target audience, and the characteristics of the product or service being advertised. The objective is to create a powerful, attention-grabbing message and influence the audience in the desired way to get them interested in taking action, such as buying or using the product or service being offered.

Based on the advertisements (A, B, C, D) Kampung Inggris above, provides facilities in the form of learning modules which are of course obtained if you join the course institution. Learning modules are given every year such as in 2021, 2022, and 2023 which provide speaking modules, grammar, pronunciation, and even diary books as a bonus provided by the course institution. The learning modules provided will certainly help participants improve their.

English skills and this is usually one of the reasons students and college students join this course institution.

3.2 Factors That Influence Students' Interest In Kampung English Advertising Language

Based on the results of the interview, the respondents' answers and opinions were obtained regarding what factors in the Kampung Inggris advertising language could attract students' attention.

Based on the results of interviews that have been conducted with informants 1 and 2 that readers / students are interested in the advertising language published by Kampung Inggris on YouTube social media and how Kampung Inggris attracts the attention of students. the following are snippets of interview results with sources and images related to advertisements:



Picture 1. Kampung Inggris advertisement language on YouTube

Interviewee (student1):

Interview 1 : What do you think about the advertising language on YouTube about Kampung Inggris which said that Kampung Inggris can learn from home, choose your own hours, certainly not fake online learning, because hundreds of Kampung Inggris tutors are ready to help your goals, can the advertising language make people interested or not to join Kampung Inggris?

Student 1 : In my opinion, can make people interested.

Interview 1 : In your opinion, how did Kampung Inggris attract you to the tutoring institution?

Student 1 : The way the Kampung Inggris course institution makes someone's interest when looking at the brochures distributed by the way in the brochure that I got written if they choose a course in Kampung Inggris they will learn Speaking, Reading, learn grammar, so that brochure readers are

interested in taking lessons in Kampung Inggris for 3 months they can immediately speak English fluently.

Interviewee 2 (Student 2):

Interview 2 : From the various advertisements that have been made, the institution states that in the YouTube ad there are words learn from home, choose your own hours, is this true?

Student 2 : For that is true.

Interview 2 : What about the statement that tutors help make it easier to understand learning?

Student 2 : In my opinion, after having joined for a few months, the advertising language they make is not appropriate / does not promise that we can easily understand the learning.

Interview 2 : The reason?

Student 2 : When we go to class, we are sometimes given learning explanations in Voice note, I think it is less effective and does not meet expectations.

Interview 2 : Based on the 4th statement, namely having hundreds of tutors who are ready to help participants achieve their goals, does this statement affect you?

Student 2 : Yes, but not too much.

Citrana : How did the Kampung Inggris tutoring institution attract you to join?

Saskia : Kampung Inggris attracted my interest through relationships, namely family. I got information about Kampung Inggris through my sister.

Based on the results of interviews from both of the above sources, in the opinion of interviewee 1, advertising about Kampung Inggris can make people or readers interested or interested in joining Kampung Inggris Institution aimed at improving speech and grammar skills in English in everyday life. Not only that, the Kampung Inggris Institute also offers facilities, namely learning from home, being able to choose your own study hours, and even lots of tutorials from Kampung Inggris alumni, but in the opinion of the second interviewee, the statement “certainly not fake online learning” is not appropriate because sometimes the learning provided by the institution is less effective and makes the interviewee think that the advertising language made by Kampung Inggris does not match her expectations. So, the results of the interviews from both informants can be concluded that the interviewees are interested in Kampung Inggris advertisements because there are various useful facilities to improve English skills and each person has different results on the language of Kampung Inggris advertisements that attract the attention of readers or students after joining the institution. In addition, both sources are interested in joining the tutoring institution in different ways, namely, the source 1 is interested because the brochure spread by Kampung Inggris offline and the source 2 is interested because the informant of the relationship like family, namely through the sister of the source.

DISCUSSION

From the observations we have made that Kampung Inggris provides various facilities and benefits that will certainly benefit participants and improve their English skills. This is related to the findings of previous research entitled "Daya Tarik Kampung Inggris Pare Sebagai Tujuan Pembelajaran Bahasa" in translate version is "The Attractiveness of Kampung Inggris Pare as a Language Learning Destination". The researcher analyzed the data collected through structured interviews with respondents qualitatively using discourse analysis techniques. According to Budi Hermawan in his ethnographic study English Education Village Tourism sees that "Kampung Inggris is developing into an Education Tourism Village" (Hermawan, 2018, p.335-338). He argues that tourism is an influential aspect of why people stop by Kampung Inggris, especially for millennials. According to him, there are things that are combined with learning, namely tourism. Based on data obtained by researchers through the official website of Kampung Inggris Pare, this institution has an advantage that every student can have, namely a specific program. Specific means that students choose the program they need such as: speaking, grammar, job interview or reading and participants just have to choose the class they want. The advantage of having a pre-test package program is that participants are tested first. Then the results become a measure of which level to enter. Then, the scholarship package program is learning with scholarships or discounts. Usually, this package comes with certain conditions, such as making essays or being involved in institutional programs. And the advantage that Kampung Inggris has is that all forms of programs are basically presented to master the four aspects of language, namely: writing, reading, speaking and listening. The duration of the program depends on the type of class, but the shortest lesson is two weeks. In this case, they increase the attractiveness of advertising for many who are interested in enrolling in Kampung Inggris. So, the results of this finding are the same as the findings of the researcher, namely using attractive and useful facilities to attract the attention of readers / students.

From the results of the data we met through interviews with Kampung Inggris Alumni, the factors that made them interested in the brochure they met included: From the results of the data we met through interviews with Kampung Inggris Alumni that there are 2 different answers. Where informant 1 and informant 2 are both interested in the advertising language that English village displays on the brochure. Interviewee 1 is interested because it can train skills in grammar, and speaking fluently in the English village learning module provided as she expected. While informant 2 is interested but the results are not what she expected. This is related to previous research entitled "Critical Discourse Analysis of Advertising: Implications for Language Teacher Education" which aims to promote a tutoring institution with interesting advertising language to attract everyone's attention. According to (Vahid & Esmaeli, 2012) advertisements create structures of meaning and change perceptions and all this causes and reveals social divisions" and according to the opinion of "Ahmed (2000) researchers point out that the analysis of advertisements and other

media tools grows in different analytical methods have been used as quantitative, qualitative, interpretative perspectives, modern social scientific approaches, critical theoretical perspectives or postmodernist approaches" It can be concluded that discovery 1 says there are some advertisements that are informative while some other advertisements aim to persuade people while discovery 2 said advertisers should know the characteristics of their audience. And researchers who conduct CDA on advertisements should also give place to semiotics because signs are one form of communication and another is that semiotics, like linguistic units, plays an important role in the relationship between discourse and ideology. In this case it can be concluded that advertising language has different meanings to make an appeal to someone to persuade in terms of the use of manipulated language and hidden ideology. Thus, the findings data between the researcher and the researcher's findings data are the same.

4. CONCLUSION

Based on this study, the researcher aims to analyze how advertising language can attract the attention of readers or students. The results of observations regarding advertisements at Kampung Inggris Institution using CDA techniques, researchers found that Kampung Inggris can attract the attention of readers / students by providing various facilities which are certainly very useful for improving their skills. This is related to the results of interviews with informants that Kampung Inggris tutoring institutions make them interested because the learning modules are in accordance with the requirements they need. Although the results after entering the tutoring institution are different because it depends on their individual abilities, whether it will improve their skills or not. So, it can be concluded that Kampung Inggris can attract students' attention through the promised facilities.

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