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Superstructure of Food Product Advertisement Discourse on Television

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Abstract. Language is a generalized system of sounds and symbols that all individuals and groups of people use to communicate, engage, and identify themselves through polite speech, appropriate behavior, and proper etiquette. Language is a system as a result, and systems have rules that are phonetic, phonemic, and grammatical. In other words, language is constrained by a set of rules rather than being free. The aim research is to know superstructure of food product advertisement discourse on television. This study was conducted using a qualitative research method design. The result shows Each advertisement has a superstructure consisting of an introduction, content, a closing, and a conclusion at the superstructure level. At the microstructure level, the structure of the advertisement text is analyzed according to the aspect of linguistic communication. There are two types revealed, namely semantic microstructure and syntactic microstructure.

Keywords: Advertising - Food Products - Discourse Structure - Television

1 Introduction

Language is a generalized system of sounds and symbols that all individuals and groups of people use to communicate, engage, and identify themselves through polite speech, appropriate behavior, and proper etiquette. Language is a system as a result, and systems have rules that are phonetic, phonemic, and grammatical. In other words, language is constrained by a set of rules rather than being free.

The term discourse comes from the Sanskrit word, which means speech or speech. The word discourse is one of the words that are often mentioned, such as democracy, human rights, and the environment. As with many words, language users sometimes need to learn the word's meaning. Some interpret discourse as a language unit that is larger than a sentence. Some interpret it as a conversation. The word discourse is also widely used by many groups ranging from language studies, psychology, sociology, politics, communication, literature, etc. The discourse discussion is closely related to the discussion of language skills, especially productive language skills, namely speaking and writing. Both discourse and language skills use language as a communication tool.

According to Sharter (1971), advertising embodies sales letters [1]. Another definition says that "advertising is a way of selling through the dissemination of information". However, of course, not just any information must be disclosed; only some information

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1 Superstructure of Food Product Advertisement Discourse on Television

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1 Introduction

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is an advertisement. Thus, advertising is an advanced communication process that brings audiences to the most important information they need to know. Advertising must also be able to distinguish which product name, which company name, and which type of goods. Although a product may be named the same as the company name, the name of the advertising activity must be able to sort it out, [2].

The discourse that will be used in communication will be employed in addition to the language. The discourse contains concepts, ideas, thoughts, or ideas that readers and listeners can understand as a whole language unit. Sentences that adhere to grammatical rules and other discursive requirements constitute discourse, which is the highest level of grammatical organization. The discourse must be coherent and unified in order to meet grammatical requirements. Cohesive refers to a harmonic link between the discourse's components. Coherent, on the other hand, signifies that the discourse is integrated to include a tidy and accurate understanding. The structure of messages in communication or the varied purposes of language are also studied through discourse analysis (pragmatics). Discourse analysis allows us to understand not only the text's meaning but also the messages being communicated, their purpose, and how they are organized and comprehended. The underlying reasons behind a text or the decision to choose a specific research method to analyze the text might be revealed through discourse analysis.

Discourse also emphasizes the structures that come easily to spoken language, which are frequently seen in discourse in the form of discussions, interviews, comments, and utterances [3]. An additional component of discourse is linguistic communication, which is seen as the spoken exchange of information or messages between speakers and listeners [4]. The language that is utilized on a daily basis, both in spoken and written form, typically serves as the subject of study or discourse analysis research. Therefore, a language unit above a sentence or utterance that has unity and context and occurs in daily life serves the subject of study or discourse analysis research. Examples include speech scripts, recorded conversations that have been written down, direct conversations, meeting notes, and so on. Discussions of discourse focus on the relationships between the contexts present in the text. The discussion aims to explain the relationship between sentences or utterances that make up the discourse. The meaning of discourse in English is called discourse. Linguistically, discourse comes from the Sanskrit "wac/wak/vak", which means "to say, to speak", and then the word changes into discourse. The word 'ana', behind, is a form of the suffix (suffix) which means "to make out". Thus, the word discourse can be interpreted as a word or speech. The aim research is to know superstructure of food product advertisement discourse on television.

2 Method

Research is a process that happens concurrently with data analytic tasks Mahsun (2004). In this study, the discourse on food product commercials on television was analyzed using qualitative research methodologies and approaches, according to Lexy (2016), this is founded on the idea of qualitative research, which she claims is a type of research process that generates descriptive data in the form of verbatim written or spoken words from subjects and observable behavior.

3 Result and Discussion

3.1 Superstructure of Discourse on Food Product Advertising on Television

Non-personal forms of communication that aim to inform, persuade, and influence are characteristics of a discourse. Advertising is one of the manifestations of the presentation of discourse forms that aim to be persuasive and influence readers or listeners. In the context of this research, the product is an object that is used as a target to attract the attention of the wider community to buy. Of course, the process of causing the attention of readers or listeners to market products requires various strategies that are realized and implemented in every aspect of advertising. In addition to the nonverbal and verbal aspects of communication in the advertising process, strategic management is needed to arouse the buying interest of readers or listeners. The strategy is in the form of a global discourse structure, which includes the division of stages that must be taken in presenting advertisements.

The superstructure that describes the scheme or flow of one type of text is the concept of a superstructure. The division of a text into introduction, content, and closing is a basic framework called [5]. In other words, a discourse consists of certain structures that explain the passage and flow of information conveyed at a certain stage. The relationship between the ideas expressed in the first section and those described in the next section forms cohesion and coherence. As a result, a text with its parts presents a topic or meaning that is conveyed in its entirety. In the following description, the superstructure of each of the food advertisements studied in this study is presented. Based on Van Dijk's (2009) theory, the superstructure of food product advertisements on television that have been processed in the study is presented according to the introduction, content, closing sections, and conclusions [5]. Each section has its characteristics and features, from the introduction to the content, closing, and conclusion.

3.1.1 "Sasa" Ads (MNC TV)

The first advertisement studied in this study has the title "Sasa". Sasa is the name of one of the coconut milk powder combinations of food, especially dishes such as vegetables and meat, to enhance the taste. This advertisement is broadcast on one of the Indonesian TV stations, which is very well known in the community, MNC TV. This ad was uploaded by Dhani Wahyudhi on May 6, 2016, with the title "Examples of Indonesian Television Product Advertisements May 2016" this ad has been watched more than 9,000 times.

This ad is organized into three parts, as described below:

1. Introduction

The first advertisement studied in this study has the title "Sasa". Sasa is the name of one of the coconut milk powder combinations of food, especially dishes such as vegetables and meat, to enhance the taste. This advertisement is broadcast on one of the Indonesian TV stations, which is very well known in the community, MNC TV. This ad was uploaded by Dhani Wahyudhi on May 6, 2016, with the title "Examples of Indonesian Television Product Advertisements May 2016" this ad has been watched more than 9,000 times.

2. Content

The content part of an advertisement includes the stage to present the function or benefit and the process of utilizing the advertised object. In other words, the core of the ad that describes the global purpose of advertising is presented at this stage. For example, in the sasa advertisement, the contents section begins with the presence of a table containing various kinds of ingredients used to produce coconut milk powder, a dish called sasa, along with a Sasa package. Then a woman standing in front of a table filled with cooking utensils and ingredients appeared from beside the presenter, right on the left. The presenter then gave the sasa package to the woman. The woman poured some into the bowl on top of a gas compost and filled it with food about to be cooked. While the woman stirred the coconut milk powder with her cooking, the presenter continued to speak, "Ciptakan keaslian cita rasa santan. Praktis! Langsung tabur ke masakan (rendang, nasi uduk, sayur lodeh, kue talas, es buah, kue dan minuman)". After finishing stirring, the woman and the presenter tasted the dish filled with Sasa coconut milk. Tasting the dish, the woman suddenly commented, "Hmm! Mantap! Terasa sasa santannya. Bisa bergratis."

3. Closing

The cover also has an important role in presenting an advertisement. Usually, the cover contains an inducement to do or not do something as desired by the presenter through the advertisement that has been presented. For example, in the sasa advertisements studied in this analysis, the presenter presents the closing by saying the phrases "Sasa Santan, Aslinya Santan". Then, the image is presented again, which is the Sasa brand. The purpose of this closing is to bring back the Sasa brand, which is to make the audience always remember the name of the advertising object that has been presented.

4. Conclusion

The conclusion is the part that contains implied information that appears in the audience as a result of the events they have witnessed and heard from the beginning to the end of the advertising process. In this section, the audience concludes in the form of implications for the presentation of advertisements. For example, in a series of advertisements for Sasa, the presenter tries to make the audience know and persuade them to be interested in buying it. The background of the ad serving evidence of this. As described from the beginning, the advertisement took place in a room containing kitchen utensils and cooking ingredients. Then the presence of a woman who enjoys coconut milk powder sasa also psychologically signals the audience to believe in what is being served. In other words, the woman's presence is also part of the advertising process to make the process successful in order to influence the audience psychologically. Therefore, homemakers are the right targets based on the market segment of this advertisement.

3.1.2 Supermi Ads (SCTV)

One brand of instant food ingredients that is well known in Indonesia is Supermi. Although this instant food has a variety of flavors, what has been felt by the people of Indonesia is spicy. This instant noodle is often served or eaten in winter because of its spicy taste. It is not only the spicy taste that has made the whole community make

this instant noodle one of the foods of choice but also the presentation process that does not take a long time. Supermi is the second advertising object analyzed in this study. The advertisements are presented in a collection of Indonesian advertisements broadcast through the Indonesian television station, SCTV, which were re-uploaded on YouTube by YouTube channel owner Dhani Whayudhi on October 08 2017, entitled “Contoh Iklan Produk Televisi Indonesia Oktober 2017”. As of October 20, 2019, this ad has been watched by 3,858 viewers. This ad is present starting at 01:01 min to 01:15 min. The presentation of this advertisement began by presenting a package of noodles containing the words Supermi Instant noodles. Below the text, there is a picture of a white bowl filled with ready-to-eat noodles with chunks of meat, onions, eggs, and celery leaves. Judging from the structure of the discourse, this advertisement is also composed of three parts, namely Introduction, Contents, and Closing. Each of these sections is described as follows.

Judging from the discourse structure, this advertisement is composed of three parts: Introduction, Contents, and Closing. Each of these sections is described as follows.

1. Introduction

This Supermi advertisement begins by presenting the still intact package containing the noodles on a table. Besides the package stood two clean orange bowls. Starting from the appearance of this noodle package, the presenter’s back sound was heard, “Supermi!”. This stage introduces the object you want to promote to the audience by presenting an image of the Supermi package. This influences the audience to recognize and remember the object psychologically.

2. Content

After the opening stage, the main part of the advertisement was presented with the presence of a presenter who came from the left to pick up the packet of noodles that was on the table. In no time, Supermi was cooked and ready to serve in a frying pan on a gas stove on a table. Together with the noodles, combine some powdered coconut milk or mixed vegetables, such as celery leaves, onions, garlic, and eggs. While carrying out this activity, the presenter’s back sound was heard, “With a recipe, now it comes in a new packaging.” Then the presenter moved the cooked noodles into a bowl and escorted it to his daughter, who had been waiting in another room. The presenter was greeted by his daughter with the praise of “Mama is great” while clapping her hands. Finally, the presenter said, “Making creations more fun. The new supermi packaging.”

At this stage, what and how Supermi instant noodles can be served is easily highlighted. Of course, this aims to add to the psychological effect on the audience to know the procedure. In addition, while explaining the procedure for serving the noodles, there are variations in the taste of the noodles through different packaging colours, ranging from blue, red, yellow, and orange.

3. Closing

The last part of this advertisement is coloured with the presentation of four variations of Supermi flavours according to the colour of the packaging. The blue-wrapped Supermi gives the chicken stock a flavour; The orange wrapped Supermi gives a spicy chicken stew flavour; The coloured Supermi packs serve the taste of onion

chicken; and Supermi, which is packaged in yellow, brings out the taste of oxtail soup. At the same time, mention the following phrases:

New Packaging Makes Creation More Exciting

3 the lower-left corner, the words “Indofood” are written in italics and small in size. Indofood is a manufacturer of various food and beverages in Jakarta, Indonesia. The company was founded on August 14, 1990, by Sudono Salim under the name PT. Panganjaya Intikusuma which on February 5, 1994 became Indofood Sukses Makmur. The company exports its food ingredients to Australia, Asia and Europe (Wikipedia, 2019b). This closing section illustrates to the audience the various choices that can be made with Supermi instant noodles. Thus there is freedom for the audience to find it according to their tastes. Furthermore, from the aspect of writing, Instant noodles text is written in white and small in size, while Supermi text is written in blue and large.

4. Conclusion

The object of this advertisement, as explained above, is Supermi instant noodles. The purpose of the advertisement is, of course, to introduce the product as an alternative food to the audience and the public. The implication is that people are expected to buy and connect to other people with information about the presence of instant noodles.

3.1.3 Fried Indomie Ads (Trans 7)

Besides Supermi, another instant food in Indonesia is Indomie Goreng. Like the case with Supermi, Indomie Goreng has also emerged as an instant noodle favoured by Indonesian people from various walks of life, from children to adults. That is because the taste is unique. This Fried Indomie is the third object of advertising analyzed in this study. The Indomie Goreng advertisement examined in this article was obtained from an Indonesian television station, especially Trans 7. The advertisement was re-uploaded to YouTube by the owner of the Indonesian TV Advertising Youtube channel on October 1 2015 with the title “Al Ghazali edition of Fried Indomie Ads”.

The following is the discourse structure of the Indomie advertisement.

1. Introduction

This ad begins by presenting several packages containing the words Indomie, Instant Noodles, and Mie Goreng arranged in a cardboard box with Indomie Goreng written on the outside. Indomie’s writing is italicized and in blue on a red background. Underneath the text, it says Instant Mi, which is white and on a green background. Then, the written Mi Goreng is printed in italics, yellow, and has a red background. Behind the words Mi Goreng is a picture of a black bowl filled with fried noodles, beef-eyed eggs, and celery leaves. At the same time when the Indomie package was seen, the presenter came to convey the message, “Before leaving, fried Indomie first, guys. Bring fried, and the aroma is uplifting!”.

2. Content

The content of this advertisement covers what Indomie Goreng is served and how to serve it. This is evidenced by the presenter’s presence, who came to take one of the

packages while saying the words above. Next came a picture of a girl with short hair and a yellow shirt holding a bowl and a spoon while kissing the aroma of the noodles filled on top of the bowl. The girl smelled the aroma of noodles while showing a happy expression. Then with the presenter, the girl ran out to grab a passing bus. They met and gathered with several other people sitting in a field while enjoying noodles in a bowl each of them was holding. After that, a karaoke place appeared filled with three young men playing music, guitar and drums, while bernyanyi “Oooo... Makan Indomie Goreng, Semuanya disemangati. Makan Indomie Goreng bikin hari semangat, yah! Makan Indomie goreng.” While they were singing, a picture of three other youths appeared standing while enjoying fried noodles. After that, a picture appeared of a basketball court filled with two youths, one group wearing uniforms and the other group wearing plain clothes and short black pants. They play basketball.

3. Closing

As in other advertisements, the Indomie Goreng advertisement in this analysis is closed by presenting an image of the advertisement object again to confirm the audience’s recognition. This can also be seen through the reappearance of the image of Indomie and the presenter standing enjoying fried noodles with beef-eyed eggs and celery leaves in a bowl that the presenter is also holding. Then, in the direction of the presenter’s left shoulder, the words “BIKIN HARI SEMANGAT” are displayed, followed by pictures of five packs of Fried Indomie, each of which is red, white, purple, and blue. Then as the last message, while reaching for a spoonful of fried noodles, the presenter said, “Kalau udah ngembat Indomie goreng, Apapun jadi semangat. Bikin hari SEMANGAT”.

4. Conclusion

The most important thing about various actions or actions is their illocutionary implications or effects. The Indomie Goreng advertisement presented in this session aims to persuade the audience to know about instant noodles, buy them, and share the information with others based on their experiences from the advertisements presented. This is evidenced by choice of language used in the advertisement, such as “Makan Indomie Goreng bikin hari jadi SEMANGAT”. Visually the word spirit is printed in capital letters. This highlights the word to create a hyperbolic effect. So the emphasis is semantically done to provoke the psychological aspect of the audience so that curiosity arises in them that, as a result, they look for and buy the instant noodles.

3.1.4 Roma Chocolate Malkist Advertisement (Indosiar)

Food is not only in the form of instant noodles—hundreds to thousands of other types of food worldwide, especially in Indonesia. In the previous subsections, sasa and instant noodles were served. In this section, discourse analysis is presented in the text of the Malkist Roma Chocolate advertisement. Malkist Roma Chocolate is a thin biscuit that has a sweet chocolate taste. Each biscuit is sprinkled with sugar. This type of food is very suitable as a companion to serving hot tea or coffee. This is a type of dry food. This Roma Chocolate Malkist advertisement was obtained from the Indosiar television station and was uploaded back to Youtube by the owner of the Youtube channel Iklanesia

Hade on February 9, 2017. As of October 20, 2019, the ad has been watched 18,912 times. This ad is 30 s long. This advertisement has a discourse structure as follows.

1. Introduction

This advertisement presents two children, one girl and the other a boy, who is sitting in front of a TV screen showing a picture of a chocolate package that reads Roma Malkist Chocolate. Suddenly the girl looked back and shouted, "Mah, mauuu!" The child shouted with a very happy facial expression. Then a mother appeared holding the same package as the one on the TV screen. The mother was holding a chocolate roma malkist package while saying, "Malkist Roma Coklat!".

2. Content

Then two pictures of bread appeared face down on a white container. Both pieces of bread are topped with melted chocolate. While the bread was covered with melted chocolate, a voice said, "Double Malkist Romanya dilapisi lelehan double coklat. Bikin double-double enakya, dan berenergi. Double malkistnya, double coklatnya. Malkist Roma Coklat (koo: roma)". Then the two pieces of bread covered with chocolate suddenly merged. Then a picture of the two children appeared holding a piece of bread filled with chocolate while eating it.

3. Closing

At the end of the ad, two pictures of packages read Roma Malkist Chocolate of different sizes. One is large, and the other is small. On the top of the two packages, the words DOUBLE MALKISTNYA DOUBLE COKELATNYA. TULISAN COKELAT is brown while other writings are white.

4. Conclusion

This Malkist Roma Chocolate advertisement aims to introduce the biscuit to the audience. Of course, the end goal is for the audience to get to know the biscuits and eventually buy them. Especially for children, these advertisements present objects whose market share is children. This was proven by the involvement of two children who were present at the opening of the advertisement. The involvement of the two children is not merely a coincidence. However, it has a segmentation effect according to the tastes of potential product users, which is determined by age.

3.1.5 Better Advertising (Global TV)

One type of sweet biscuit mixed with chocolate that is already well-known among the people of Indonesia is Better. This bread is also present in thousands of Indonesian TV commercials. Apart from being among children, bread is suitable for all ages, from adults to the elderly. Better Biscuits are produced by Mayora Indah Tbk., established in 1977 in Indonesia (BITama.com, 2019).

Better ads are present on various Indonesian television stations, one of which is on Global TV. GTV or Global TV or Global TV is one of Indonesia's national private television stations that has been present since October 2002 (Wikipedia, 2019a). Global TV, until now has become one of the public's favorite TV station because it presents various types of news and films.

Better advertisements that were broadcast through Global TV were re-presented on YouTube Indonesia by the owner of the YouTube channel IKLAN TVCoMM-Museum

Iklan TV Indonesia on February 9, 2019 with the title “Iklan Better-Galau Surat Cinta 30s”. As of October 20, 2019, this advertisement has been watched 53,074 times and discussed 24 times. In this advertisement, the presenter is Raditya Dika, an Indonesian comedian who is well known not only in Indonesia but also outside Indonesia due to his impressive comedy.

This ad is 30 s long and is presented in a very humorous setting and situation. This is because of the presence of a couple who is sending a love letter using an intermediary, in which, the intermediary thinks that the letter is addressed to him. Unfortunately, everything is just an act to warm the atmosphere.

This advertisement is written in the following discourse structure.

1. Introduction

This ad presents a girl in a school uniform sitting next to a young man to her left, also wearing a school uniform. The girl holds a white envelope with a red heart on the front cover. With a cheerful face, the girl suddenly turned to the young man sitting on her left and said, “Here. A love letter.” Then the man who had been gloomy from the start got a cheerful expression on his face, turned to his right, and stretched out his hand to take the envelope. Then the man excitedly took the envelope with both hands and kissed it with an eager and cheerful face. At the same time, several pictures of the heart, which were also red in the eyes and head of the bespectacled youth, appeared. Then suddenly, the girl with the braided hair interrupted, “For him...” While pointing at the young man’s left with his right index finger. Then there was another young man wearing sports clothes who turned to his left. The young man, who had been sitting and wearing a headset on both ears with glasses, turned to his right while looking at an envelope handed over by the young man who received the first pop. After a moment of looking, the young man immediately grabbed the envelope. The man who handed over the ampop seemed annoyed, and with a sinister expression, he stood up and left the place. Lifting himself from their seats to stand up, above the young man’s head appeared an image of an early lump that suddenly rained.

2. Content

The content of this advertisement is presented in a situation that shows a young man who seems to be given false hope by the girl who handed the letter right in front of him as if he was addressing it to the young man. This is evidenced by the situation when the young man walked four steps, a window on the right of the young man suddenly opened, and a presenter appeared while a voice said, “Disappointed PHP.” After that, the presenter continued, “Better in, use the anti-distress edition. Hi! PHP-in...? There is still something else. Crunchy chocolate covered biscuit.” As the voice sounded, the presenter stretched out his left hand, holding a packet of chocolate biscuits labeled Better. The man took it, then opened it, and immediately ate the contents. Suddenly the face of the young man who had been looking upset changed to a happy and happy expression, and the cloud above his head disappeared. The youth suddenly revealed, “Ummm! The chocolate is delicious!” Then the presenter approached the young man while nudging his left arm with his right arm and laughing. While raising his left arm, which was holding another pack of Better, the presenter spoke, “Hehe! The trouble is gone.”

3. Closing

The Better ad closes by introducing another edition of Better as an object to be promoted to the public. The presenter shouted, "Eh, there are other editions for those who are confused about existence, confused about tasks, and other editions that are confused. Disturbed? Just get better" while showing the Better package in front of another girl who was upset and a student who seemed to be doing schoolwork. As if food can help solve various human problems.

4. Conclusion

The thing to take away from the Better advertising process is that the biscuits are being shown to the public so they can get to know them. Recognizing these biscuits is expected to trigger the attention of the audience or the public to find and buy them and be a witness to telling the story to the public through daily interactions. This is the main goal of every product and service advertising process. Of course, this is done to reduce the time and cost needed if the advertisement is done by downline, which is to visit people at their homes or the market to introduce the product. In addition, advertising through television stations or other social media can be more effective in preventing people who do not like sales or field salespeople from coming and meeting them, maybe because they are busy or because of their social category.

The structure of the ad discourse is almost the same for all ads. At least it will always follow the opening, the core, and the closing. As described above, each ad has this structure. It functions to organize the flow and process of delivering messages to the public to avoid redundancy and boring effects. As a form of non-commercial communication, advertising needs to apply certain rules and procedures in choosing a method to present informative news that persuades and influences listeners or readers. Therefore, not only verbal forms of communication are used but also non-verbal forms of communication. Non-verbal communication, such as pictures, sounds, body language, and gestures, help convey messages and create psychological effects for the reader, viewer, or listener of the message being presented.

A text that does not have rules for the structure of the discourse will make the reader or listener more likely to be bored. On the other hand, a text or discourse that is presented with a structured and systematic pattern can influence the reader or listener, likewise with advertisements that aim to increase the interest of readers or listeners to buy the services or products of the object of the advertisement. Apart from the structure, every advertisement has been proven to have diction in composing the language to convey the message, including using a figure of speech or figurative language.

4 Conclusion

1 Each advertisement has a superstructure consisting of an introduction, content, a closing, and a conclusion at the superstructure level. At the microstructure level, the structure of the advertisement text is analyzed according to the aspect of linguistic communication. There are two types revealed, namely semantic microstructure and syntactic microstructure.

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