



Language Style's Effect on Nike Advertisement

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ABSTRAK

Penelitian ini dilakukan untuk mendeskripsikan dan menganalisis popularitas sepatu Nike yang digunakan dalam promosi iklan. Teori yang digunakan dalam penelitian ini adalah perspektif Analisis Wacana Kritis. Penelitian ini terutama berfokus pada kata dan frasa yang digunakan dalam iklan sepatu Nike dan bagaimana iklan tersebut bekerja untuk menarik perhatian pelanggannya. Analisis penelitian ini didasarkan pada metode deskriptif kualitatif untuk menganalisis dan mengidentifikasi tiga gambar promosi iklan sepatu Nike. Ada tiga gambar iklan sepatu Nike yang digunakan di website mereka. Temuan dan hasil dari penelitian ini adalah bahwa merek Nike menggunakan pengulangan alfabet depan dalam iklan mereka untuk menarik pelanggan mereka secara eye-catching. Nike juga menggunakan hiperbola untuk memanipulasi dan mempengaruhi pelanggan mereka untuk membeli produk mereka. Dan iklan terakhir menampilkan gambar yang mirip paru-paru manusia dan ada caption yang menunjukkan sepatu sebagai hal penting untuk menyelamatkan tubuh pelanggan. Nike jarang menunjukkan nama produknya, mereka hanya menggunakan simbol mereka di setiap iklan. Tapi, kebanyakan orang di dunia tahu bahwa itu adalah iklan Nike karena Nike adalah merek yang sangat terkenal di dunia.

Kata kunci: Iklan Produk Fesyen; Promosi; Analisis Wacana Kritis; Gaya bahasa; iklan Nike.

ABSTRACT

This research was conducted to describe and analyze the popularity of Nike's shoes that were used in the advertisement promotions. The theory that is used in this research is Critical Discourse Analysis perspective. This research mainly focused on the word and phrase that was used in the advertisement of Nike shoes and how the advertisement worked to attract the attention of their customers. The analysis of this research is based on a descriptive qualitative method to analyze and to identify three pictures of Nike shoe advertisement promotions. There are three pictures of Nike's shoe advertisement that are used on their website. The findings and the result of this research are that the Nike brand uses repetition of the front alphabet in their advertisements to attract their customers eye-catchingly. Nike also uses hyperbole to manipulate and influence their customers to buy their product. And the last advertisement is showing a picture that is similar to a human's lungs and there is a caption to show the shoes as important things to make the customer's body healthy. Nike rarely shows their name product, they just use their symbol on every advertisement. But, most people in the world know that it is Nike's advertisement because Nike is a brand which is very famous in the world.

Keywords: Fashion Product Advertisement; Promotions; Critical Discourse Analysis; Language style; Nike advertisement.

PENDAHULUAN

Advertising is an activity as a notification that aims to encourage and persuade the general public about a product or service ([Friestad & Wright, 1994](#)). With the development of economic activity, many new products and services have emerged, in this case consumers will be happier because of the large variety of products that suit their needs, but consumers will certainly be confused about which product to take. When consumers are confused, manufacturers will compete for attention by providing information and offering their products to win a competitive market ([Rosenberg & Czepiel, 1984](#)). The attractiveness of advertising can also be defined as the approach used by marketers to attract the attention and curiosity of consumers, thereby influencing consumer feelings towards a product ([Gilal et al., 2019](#)). In today's era, advertising can be said to be effective as the most effective means to increase sales of a product or brand that encourages marketing marketers out there to compete to make creative advertisements and also these ads continue to grow from time to time and create power. Interesting and can stimulate the curiosity of recipients of information. ([Baškarada & Koronios, 2018](#)) believes that "whether from a quantitative, qualitative or interpretive perspective, whether a researcher follows a modern social scientific approach, a critical theory perspective or a postmodernist approach, the analysis of advertising and other media content is increasingly important" ([Kushner & Morrow, 2003](#)).

Shoes have an important role in life. Besides protecting the foot, the shoes are also being fashioned now ([DeMello, 2009](#)). Shoes are universal footwear that can be used for sports, work, formal events or just a sweetener appearance. Nike is a famous brand from the United States of America. The Nike logo has a symbol, it's the tick logo known as the swoosh which refers to speed and movement. Nike produces sports equipment that is one of the largest in the world, including shoes. The quality of Nike's product is already approved by most people in the world. Even though Nike is a famous brand, the company of Nike keeps building interesting advertisements to engage the customers more attract and believe with Nike's product. In this study, researchers will describe the popularity of Nike's promotions based on the advantages and physical benefits felt by customers, with effective marketing media to be able to attract people's attention so that they gain the trust of buyers to be able to trust their products

The marketing itself is supposed to follow the trend of its target market to get more attention in easier way ([Gretzel et al., 2000](#)). The marketing of nike that we are going to discuss in the following section is some kind of typology that is attractive. Most of Nike's advertisement uses unique and attractive typology, yet typology is also used by other brand than nike, but Nike is one of the most succesful brand because its typology advertising. In other words, trend is based on how society communicate, and because most of nike's target market are youngster. Communication that happens in youngster society will affect on how Nike make their own advertisement. But it is not always the brand that follows the trend, in contrary, it will be better if the brand makes their own trend, to their own target market, so that it can assure the amount of customer who will purchase the product. Furthermore, the trend is of course affected by the growth of technology rapidly. "The rapid growth on media such as television, satellite, and Internet bandwidth have created more opportunities for small and medium enterprises to reach customers more easily" ([Alavi et al., 2019](#)). In this journal there are several findings regarding the novelty of the use of language style in Nike shoe advertising. Nike tries to use eye-catching effects to attract customers with repeated use and the use of hyperbole that can manipulate customers to be interested in the products they offer. In contrast to other studies that examine the use of persuasive words in an advertisement. However, this research is based on what Nike uses to attract customers with different language styles.

METODE

The method that is used in this research is based on Theoretical Discourse Analysis (Garrity, 2010). The Theoretical Discourse Analysis is suited to identify the relation between the social practices about the reader's understanding with the meaning of text that is used in the advertisement (Starks & Brown Trinidad, 2007). This research used a descriptive qualitative method to analyze three pictures of Nike advertisements (Eyada, 2020). A descriptive qualitative is chosen to be the method that is used in this research because descriptive qualitative is more flexible and suitable to identify the words, phrases, even pictures that are used on the Nike advertisement. Therefore, the data form of this research is three objects that presented as three pictures about Nike's shoe advertisement. The pictures were published by Nike on their public website. The analysis of the data, researchers analyze the use of the words, phrases, sentences, color of background and the pictures that are used in the advertisement. This is the purpose to identify the relation between the social practices about the reader's understanding with the advertisement.

HASIL DAN PEMBAHASAN

As it has been said in the previous section, the trend will make marketing delivered to the customer easily. The disruption that happens worldwide makes the delivery of information become faster than ever. For instance, the advertisement can reach many audience, either they are interested in the product, or not. One of the marketing methods that we will discuss is advertisement used some digital posters by Nike.

Picture 1



Source from nike.com

As we look at the advertisement above, it is an advertisement from the Nike brand. This advertisement shows a product of Nike's shoes, to be more specific it is a running shoe. However, one of Nike's focuses is the sports market. Yet, this running shoe is one example of that.

There is a repetition of "R" letters in every line on the advertisement, which are in "RUN", "RISE", "REST", "REPEAT". The purpose of this repetition is to make the advertisement look more interesting and eye-catching. And, also, there is a dot in every word, meaning that every word is a must to do so. The Nike logo is also shown in the advertisement, placed below that group of words. Somehow, Nike does not place the word "Nike" in the advertisement, because the swoosh logo can represent the brand enough. The advertisement also shows an angle of someone wearing that running shoe, and he/she seems to be warm up before running on the street. It shows the advantage of a product that can make a better performance if we wear running shoes. The colortone that is used in this advertisement seems to be monochromatic, except the color of the nike swoosh on the shoe, to highlight the brand itself. The usage of monochromatic color tone is to make the advertisement look tough, as the product that is shown is a running shoe.

The target audience of this advertisement is for those who are passionate about sports, especially in running exercise. And the purpose of this advertisement is to attract those audiences to be interested in buying that product.

For the register analysis, we will give you some brief explanation about it first. Register gives a structure to itemized interpretative investigation of how language is utilized in circumstances and how that utilization could itself comprise those circumstances, so basically ([Grenfell* & James, 2004](#)). The center of the hypothesis is that registers consist of specific literary examples. and that fluctuate deliberately as per relevant qualities ([Pagani, 2007](#)). Furthermore, the register contains three functional variables of situation, which are 'field', 'tenor' and 'mode'. These elements provide an understanding for the author to write a text, with a certain type of language. The field contains something that the participant engaged with, or what it is that is being discussed or being advertised in the text. From the picture above, the motivation for doing exercise, especially, running, is being in the context. But, because the one who shares this advertisement is Nike, they put their product as well in their campaign, in order to engage more participants to buy the products, which is a running shoe. So, the thing that is being advertised is a running shoe from Nike. The other variable is Tenor. Tenor is the relation between the context of the text and the segmented participant, in other words it refers to nature, roles and statuses of the participants relative to each other. both the immediate roles relative to the text and the significant relationships in which they are involved. As we can see from the picture above, the advertisement did not mention any product, that it is a running shoe, directly. That means, participants will know what it is all about without being told that it is a running shoe, and since the target audience of this advertisement is also those who are passionate about sports, especially in running exercise. Therefore, the tenor of this advertisement is close relation. The advertisement uses imperative as well to engage the audience. For the last variable of register is mode. Mode is a symbolic organization that refers to part languages itself in the social event or situation. Or, we can say that Mode is the function of the context, and the channel. of the medium that is used to deliver the message. Hence, the mode of this advertisement is spoken and one way communication.

Picture 2



Source from nike.com

This advertisement is another example of Nike's focus on the sports market. The product that is shown in this advertisement is basketball shoes. The text that is shown in this advertisement contains a benefit of buying this product.

One of the lines in this advertisement is "LIGHT LIKE AIR". It means that this line gives one of the product's advantages, which is its lightness. It also suits the purpose of the advertisement that targets those audiences who play basketball, because the lightness of the basketball shoes affects its user's performance. Furthermore, the figure of speech that is used in this line is hyperbole because it is exaggerating the lightness of the shoes as if it is as light as air, which is impossible. The other line in this advertisement is "STRONGER THAN STEEL". It mentions the other advantages of the product, which is its durability. It is something that most of the buyers consider to buy a product. Especially basketball shoes, they should have good durability, so there will not be an accident while playing basketball for the buyers of this product.

The rest of the lines show the series of the product, which is "NIKE ELITE SERIES". and the next line says the type of the shoes, which is "KOBE VII SYSTEM ELITE". And also, there is the word "EPIC". Because Nike is a big and famous company, it just shows the symbol that represents the brand, which is the swoosh that is placed on the very bottom of the advertisement. The usage of the colortone in every line is matched with the color of the

swoosh on the shoes, to emphasize that it is from Nike. Yet, the choice of the color of background with almost black, makes the lines and the product get more highlighted, so the readers of this advertisement will read the advertisement easily.

Then, about the register of this advertisement. From the advertisement above, there are 3 aspects in the register, there are field, tenor and mode. Analysis of the field is a declarative sentence because the picture is an advertisement and it seems from the using sentence "LIGHT LIKE AIR. STRONGER THAN STEEL." This sentence offers an explicit explanation and describes that Nike shoes have great quality, stronger than steel. Then about the tenor. The tenor of this picture is the target of the advertisement about a brand of shoes called Nike. There is direct mention about the brand of shoes which is NIKE ELITE SERIES and in the above of the picture there is a symbol of Nike's logo. The

relation is a close relation between the advertiser and the customer. And the last is about the mode of this picture. The picture shows an advertisement about a popular shoe, especially basketball shoes in the world which is NIKE ELITE SERIES KOBE VII SYSTEM ELITE. From using the text, we know that the shoes are basketball shoes which collaborated with a famous American professional basketball player in the world. This advertisement is usually found in any internet platform such as website, instagram, and also can be found in the billboard on the basketball field.

Picture 3



Source from nike.com

This advertisement is one of the examples of Nike's campaign about healthy-care. The text in the advertisement says "THEY KEEP YOU ALIVE". Since, the product that is being advertised in this picture is a running shoe, this advertisement is also giving a campaign about the importance of keeping our body healthy by doing exercises. For instance, running, which is a simple exercise that can be done by everyone. All you need is a shoe for a better performance, that is what Nike aims for. This advertisement's purpose is to share an important message that exercise is a must done to keep our body healthy. Nike makes their product as if it is a need for people who want to keep their body healthy. Moreover, the shape of the shoe is designed to be like lungs, as a representative of a healthy body for those who do the exercise, to be more specific, in both running and jogging exercise. In this advertisement, Nike placed the name of their brand and the swoosh, also the type of the product that is being advertised is one of the Air max series from Nike.

As we can see, in the image above, showing a shoe shaped like a lung explains that the relationship between the image and the words "they keep you alive" both shows the health side which explains that these shoes are suitable products to accompany people. While exercising. In the image it is also not stated for whom the shoes are displayed, but when we see the text and images provided, this ad will be captured by the recipient directly regarding usage information when he first sees the ad and the property used, this ad refers to the target audience who like a healthy life so that they can emphasize the function of the product itself, especially in terms of health. The ad also attracts the attention of the audience in terms of color, which only combines black and white so that it looks elegant. This advertisement is a one-way communication marked by "written advertisements" that are often found on the internet such as Instagram, Nike's own website, and several media used to convey message

SIMPULAN

The purpose of this study is to analyze several advertisements from Nike, a well-known brand to see the strength of the advertisements that imply promotion to the audience. The purpose of this study also looks at how manufacturers use popularity in the literature to gain customers based on physical benefits through customers. This Nike advertisement already has a place and a name as a well-known brand, one of which is shoes that make Nike advertisements offer a distinctive healthy lifestyle, so that viewers will pay more attention and consider the words of the advertise

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