Typical ' Morphology System of Language Advertising of Cellular Services

Asep Wawan Jatnika, Dadang Suganda, Wahya, Cece Sobarna

E-mail: aswan_jatnika@yahoo.com

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Abstract

Advertising is a form of expression to convey ideas through a language either orally or in writing. Advertising that is conveyed in writing is sometimes combined with pictures and colors. Advertising aims to encourage and persuade the public that is interested in either the products or services offered. In other words, advertising must have a persuasive element. With their sophisticated networks, cellular phone service companies offer a wide array of excellence in attracting their customers. Various advantages offered by cellular phone service companies are conveyed through a language. The language containing creative dictions is always used by these companies in attracting their customers. This study aims to identify what elements make up the morphological system of advertising language used by the cellular phone service companies.

From the analysis, it can be concluded that the morphological system of advertising language in the cellular phone services has both qualitative and quantitative elements which are presented in an interesting, creative, and persuasive way to depict the simplicity, inexpensiveness, completeness, security, frugality, peacefulness of the services themselves. The study also found that the morphological system of the advertising language has specific phonemic forms in their morphological process, specific morphemic forms in their morphological process, special morphemes which are specifically used in the field of cellular phone, specific morphological process, and specialized dictions. They are the typical forms of morphological system of the advertising language in the cellular phone services.

Keywords: Morphology, Advertising language of cellular phone services, Morphophonemic, Morphological process, Diction
1. Introduction

Advertising is a form of expression to convey ideas through a language either orally or in writing. Advertising that is conveyed in writing is sometimes combined with pictures and colors. According to Sugono (ed., 2008:421), advertising is a message that is designed to encourage and persuade the public so that they are interested in the products or services offered. Based on the above definition, there are two major elements in an advertisement: "encourage and persuade". In other words, an advertisement must have a persuasive element. Because of this element, the advertising language is loaded with grammar of persuasion.

Widyatama (2011: 29) cites the opinion of Vestergaard and Schroder, who say that advertising has five objectives, namely (1) attracting consumers’ attention, (2) arousing consumers’ interest, (3) stimulating consumers’ desire, (4) building up consumers’ confidence, and (5) evoking consumers to take the action of purchasing. Therefore, advertising is made not just to be meaningful, but also to take into account design structures, the users of the design structures, and the impact of the design structures to the users. Thus, in making advertising, the above five objectives must be referred to. Therefore, language of advertising is worth studying.

Language plays an important role in human life. As social beings, humans need to interact with each other using communication. Language is a communication tool. It is one important element in human life because it not only functions as a means of communication but also as a transmitter of ideas, messages, or impression in one’s mind.

Research on advertising, especially on the advertising language, has been done. However, the research has been focused on pragmatic, sociolinguistic, or socio-pragmatic aspects. Research on the grammar of the language of advertising, specifically morphology, has not yet been done. Because of this, research on the morphology system of the language used in the advertisement of cellular phone services is worth doing.

As part of disclosing an idea, advertising of cellular phone services must have a unity or wholeness of a discourse or writing to reflect the ideas or issues that the author wants to communicate. The information or things to be conveyed in the advertisement by the creators can be easily understood by the people who are made up of various social backgrounds. One of the tools to produce a unified advertising discourse (text) is grammatical elements. The advertising language of the companies of cellular phone services, particularly its grammatical aspect, is the focus of this study. This aspect was chosen because it is unique. Based on the preliminary study, the data show several interesting morphological constructions of grammar, in addition to their morphemic forms and types.

2. Theoretical Framework

Verhaar (1984:52), Kridalaksana (1983:129), Ramlan (1978:19), and Nida (1949:1) share the same understanding on morphology. They define morphology as the field of linguistics that studies (1) the arrangements of word elements grammatically; (2) the morphemes and their combinations; (3) the parts of the language structure that include words and elements of words; and (4) the word forms and elements, including their influence. Thus, morphology is
the study of morphemes and their arrangements in the word formation. Morpheme, a word or parts of words, is the smallest meaningful unit which is accurate.

The morphology of the language that is used in advertising cellular phone services is the same as Indonesian morphology in general. This language is formed by several morphemes which comprise allomorphs and morphs, repetition, pluralization, and diction. However, in this language, there is a specific morphology. The author calls this specific morphology as phonemic formation in a morphological process. In the grammar of Indonesian, such morphology is termed as phonemic formation in morphological process—which is almost the same as the unique morphological process, as special morphemes, as distinctive morphological process, or as persuasive dictions. The data and the elaboration of the morphological system of the language used in advertising cellular phone services will be presented below.

3. Morphology System of Language Advertising of Cellular Services

3.1 Phonemic and Morphological Process

There are at least four criteria that are used to determine whether a form is said to be phonemic and morphological process.

First, analogous to the unique morpheme, i.e., the form which is special, distinctive, and only exists in certain morphemes acting as the variants of the original form. For example, the form meN-, its variants are mem-, men-, meng-, meny-, menge-. Such a form according to Samsuri (1992:170) is classified as morpheme meN-, which has morpheme variants: mem-, men-, meng-, meny-, menge-, all of which are called allomorph while one of the morpheme variants, for example, meng- is a morph of morpheme allomorph meN.

Kridalaksana (2008:12) adds that the allomorph can be the variants of a morpheme that appears in another unpredictable morpheme environment. He gives the example that the form of mengukur can be derived from the morpheme ukur and can also be from the morpheme kukur. In the form mengukur, the form ngukur may be resulted by releasing some phonemes. The same morphological process may apply to some morphemes that often arise in the language used in advertising cellular phone services, for example: banget become bangeetss, suer becomes sueerr, Dower becomes doweeerr, and bener becomes beneerrr.

Second, such forms as lalang, lenggok, senyap, siur are the forms that can neither stand alone, nor can be paired with other forms. Such forms can only join with their right partners, namely lalulalang, lunggaklenggok, sunyisenyap, simpangsiur. These forms, according to Parera (2010:58), are called unique forms. In this study, these forms are called morphological formation in the morphological process.

Like these morphemes, the language that is used in advertising cellular phone services contains morphemic formation in morphological process, for example Xlalu. This form is a form that has phonemes /xl/ and the morpheme lalu, which is pronounced selalu. This form is a combined form of the brand name of a company advertising cellular phone services called xl and the form 'lalu', which results in the form selalu.
Third is special forms that appear in the language used in advertising cellular phone services. These forms are also called special terminologies in the cellular field. The forms, such as blackberry, modem, chat, FREETALK, facebook, update, are the forms of special terms that appear in the advertising of cellular phone services.

Fourth is the variants of the base morpheme. In the language used to advertise cellular phone services, this form applies only to the form telepon.

Thus, based on the data, the typical forms of the language used to advertise cellular phone services are phonemic formation in morphological process, morphemic formation in morphological process, special terminologies, and variation of 'telepon' form.

This distinctive form will be discussed in more detail below.

3.1.1 Phonemic in Morphemic

Phonemic formation in morphological process happens if a morpheme, consisting of a base morpheme and one or several phonemes, forms a new morpheme. The term is referred to as allomorph. Allomorph is a morpheme variations derived from a bound morpheme acting as a free morpheme. Because of a certain circumstance, the initial morpheme varies, depending on certain phonemes, to form another new morpheme whose meaning still refers to the meaning of the original morpheme. The following are the data of the morpheme variations.

(2) punya indosatRp 40/sms sehariAN MURAH BANGEETSS
(5) Fakta Fren MENIT PERTAMA Rp 9 TRUS GRATIS SAMPE DOWEEERR!
(6) Sepanjang hari, se-Indonesia... SUEERR!
(22) Nelpon murah bangeetss Rp 480 puas beneerrrr!!!
    Berlaku untuk seluruh pulau Jawa SMS murah bangeetss!!!
    GPRS & 3G murah bangeetss!!! Rp 1,1/kb
(31) Kartu As Jagoan Serbuuuuu..! BAYAR CUMA SERIBU...
(32) simPATI PeDenya lanjuuuut!
(115) Gratis ngobrol sampai poool
(116) OBRAL OBROL LANGSUUNG!
(133) PakE sekalee Gratis sampe Ribuan kalee!
(134) KAMUS SMS IM3 Cihuuyy bangeetss
(166) TARIF TERMURAH ke semua operator Rp 600 Sampe puuaassss
(169) SINYAL BAGUS NYAMBUNG TERUUUUUSSSS
(185) Dijamin lebih murah meriahh Ngapain pake CDMA ?
(201) Nelpon, SMS, Facebook, YM & Twitter-an AN TANPA BATAAAAS!
(225) Kartu Perdana esia SEPUASNYAAAAA
(237) NIH..FLex GRATISNYA GA ABIS-ABISS
(248) NELPON LOKAL & SLJJ 24 JAM GRATIS ABEESSS!!!!
(261) GRATIS NELPON DIPERLUAAAAS

The forms in italics in the above data are the variation of the basic forms. They are as follows:
banget (BANGEETSS), dower (DOWEEERR), suer (SUEERR), bener (beneerrr), serbu (Serbuuuuu), lanjut (lanjuuut), pool (poooll), langsung (LANGSUUNG), sekali (sekalee), cihuy (Cihuuuyy), puas (puaaassss), terus (TERUUUUSSSS), meriah (meriahh), batas (BATAAAAS), sepuasnya (SEPUASNYAAAAA), abis-abis (ABIS-ABISS), abis (ABEEES), and diperluas (DIPERLUAAAAS).

The phonemic formation in the morphological process above can be distinguished on the basis of their:

1. Morphemic forms (m) + vowel phonemes (fv), which can be seen in the data serbu (Serbuuuuu), sekali (sekalee), sepuasnya (SEPUASNYAAAAA.)

   - morpheme serbuuuuu= m+vvv
   - morpheme sekalee= m+v
   - morpheme SEPUASNYAAAAA= m+vvvv
   - morpheme lanjuuut = m +v
   - morpheme LANGSUUNG = m + v
   - morpheme BATAAAAS= m +v+vv
   - morpheme ABEEES= m +v
   - morpheme DIPERLUAAAAS= m +vvv

2. Morphemic form (m) + consonant phoneme (fk), which can be seen in the data meriah (meriahh), abis-abis (ABIS-ABISS.)

   - morpheme meriahh= m +k
   - morpheme ABIS-ABISS= m+k

3. Morphemic forms + vocal-consonant phonemes (fkv), which can be seen in the data: banget (BANGEETSS), dower (DOWEEERR), suer (SUEERR), bener (beneerrr), lanjut (lanjuuut), pool (poooll), langsung (LANGSUUNG), cihuy (Cihuuuyy), puas (puaaassss), terus (TERUUUUSSSS).

   - morpheme BANGEETSS= m +v-kk
   - morpheme DOWEEERR= m + vv-k
   - morpheme SUEERR= m +v=kk
   - morpheme beneerrr= m +v-kk
   - morpheme poooll= m +vv-k
   - morpheme Cihuuuyy= m +vv-k
   - morpheme puaaassss= m +vv-kkkk
   - morpheme TERUUUUSSSS= m + vvv-kkk

   Two things can be concluded from the above analysis. They are:

1. From their forms, the morphemes have such patterns as follows:
   1) m + f(v)/(vv)/(vvv)/(vvvv)
   2) m + f(k)
   3) m + f(vkk)/(vkk)/vkkk)
The above classification shows that the vowel phonemes are the dominating phonemic formations in the morphological process as a vowel sound belongs to the category of sound with the open vocal cords (Verhaar, 2010:32). According to Chaer (1994:113), a vowel sound is a sound that does not get any obstacle after it passes through the vocal cords. Thus, the vowel that is used in the phonemic formation in the morphological process is needed in order to get a more open sound.

The consonant sounds that are used in this form are / s /, / r /, / l /, / h /, and / y /. They, articulatorily, belong to alveolar-palatal sounds, which—according to Chaer (1994:119)—are called lamino, whereas according to the way they are articulated, they do not belong to the stop or blocked consonants. The sounds / s / and / h / are fricative; the sound / r / belongs to vibration sound; the sound / l / is lateral; and the sound / h / is palatal. (Chaer, 1994:119).

2. From their purposes, their forms have intentions to:
1. express something that has a superlative quality, which can be seen in the data: BANGEETSS, DOWEEERR, SUEERR, beneerrr, poooll, sekalee, Cihuuyuy, puuaassss, meriaahh, DPIERLUAAAAAS;
2. invite, for example: come, let (persuasive), which can be seen in the data Serbuuuu , lanjuuut , LANGSUUNG TERUUUUSSS;
3. say that something is incomparable, which can be seen in the data: BATAAAAS, SEPUASNYAAAAA ABIS - abiss, ABEEES, DPIERLUAAAAAS.

3.1.2 Morphemic in Morphological Process

Morphemic in morphological process is a formation of one morpheme with another morpheme. In other words, the new morpheme consists of two morphemes. Hence, such a morpheme is called a morphemic in a morphological process. What makes this morpheme typical, unique, or special is that the formation of this morpheme is a brand name that advertises a cellular phone service which is combined with another form that results in the typical morphemes as shown in the following data.

19 (150) SUPER XENSASI TARIF CDMA Rp69/menit
20 (151) Ngakunya Xlangkah Lebih Maju ?
21 (154) XL SO ME Dapatkan DISKON & BENEFIT-NYA
22 (155) 14 tahun Xlalu bersamamu
23 (156) XLgalagalanya Rp 0.01 Segila-gilanya
24 (162) Xmakin 49 49RB/3bln Promo akhir tahun BlackBerry Full service /3bln
25 (215) SensEsia Go green!
26 (232) FlexiNET Unlimited NGE-NET SEHARIAN 24 JAM CUMA RP.2500
27 (233) Gabung bersama kami di @Flexirit FlexiMania
28 (241) DUA PILIHAN MereFLEXIkan gayamu!
29 (275) frentetan GRATIZAN
30 (308) xtre@m hotspot
31 (329) PakeTri, Jodohnya alwaysOn!
32 (331) TRIms. Dari Tri untukmu.
The forms in italic above are discontinuous morphemes resulting from a combination of two different morphemes representing two different brand names that advertise cellular phone services. The examples are as follows: *xensasi* (*sensasi*), *xlangkah* (*selangkah*), *xlalu* (*selalu*), *xl so me* (*eksome*), *xlgala-galanya* (*segala-galanya*), *xmak* (*semakin*), *sensesia* (*sensasi*), *flesinet* (*fleksi internet*), *fleksiirit* (*fleksi irit*), *mereFLEKSIkan* (*mererefleksikan*), *frentetan* (*rentetan*), *xtr@em* (*ekstrem*), *paketri* (*paket tri*), *trims* (*tri ms*), serta *axispro*.

The forms are generally a combination of two or more morphemes, and one of the morphemes is a brand that advertises cellular phone services. However, there are also forms that experience two events. The first is the forms that are presented above, consisting of two morphemes. The second is the forms that experience the sound changes as shown in the following group analysis.

1. The form consisting of two morphemes or more are shown in the following data.

   The form *flesinet* is derived from the morphemes *fleksi* dan *internet*.

   The form *fleksiirit* is derived from the morphemes *fleksi* dan *irit*.

   The form *mereFLEKSIkan* is derived from the morphemes *meN – refleksi – kan*.

   The form *frentetan* is derived from the morphemes *fren* dan *rentetan*.

   The form *paketri* is derived from the morphemes morfem *paket* dan *tri*.

   The form *axispro* is derived from the morphemes *axis* dan *pro*.

2. The addition of phonemes is done to create new words, such as those presented in the following data.

   The form *xtr@em* is derived from the morpheme *xtra* + @ +em to create morpheme *ekstrem*.

   The form *trims* is derived from morpheme *tri* dan *ms* to create the word *trims* ’terima kasih’.

3. The forms that experience two events, which is a combination of two morphemes or more, and then experience the sound changes as shown in the following data.

   The form *xensasi* is derived from the morphemes *xl* and *sensasi*, which creates the morpheme *sensasi*.

   The form *xlangkah* is derived from the morphemes *xl* and *langkah*, which creates the morpheme *selangkah*.

   The morpheme *xlalu* is derived from the morphemes *xl* dan *lalu*, which creates the morpheme *selalu*.

   The morpheme *xl so me* is derived from the morphemes *xl*, *so*, and *me*, which creates the
morpheme eksome.

The form xlgala-galanya is derived from the morphemes xl and segalanga, which creates segala-galanya.

The form xmakin is derived from the morphemes xl and makin, which creates the morpheme semakin.

The form sensesia is derived from the morphemes sens and esia, which creates the morpheme sensasi.

Based on the above analysis, such morphological process is intended to:
1. introduce and popularize the brand name that advertises the cellular phone services
2. attract one’s attention through the
   a. word play, such as xensasi, xlangkah, xlalu, xl so me, xlgala and sundry, xmakin, sensesia;
   b. acronym, such as fleksinet, fleksirit, paketri, aaxispro
   c. formation of new words, mereFLEXIkan, frentetan, XTR@em, trims

3.1.3 The Special Terminologies in the Field of Advertising of Cellular Phone Services

Special morphemes are forms that are used in the advertising of cellular phone services, and they are special forms or typical forms which are associated with cellular phone services. The morphemes are often used in the advertising language of cellular phone services because they are expected to lead the readers to be accustomed to the terminologies used in the cellular phone services. Such morphemes can be seen in the following data.

<table>
<thead>
<tr>
<th>No.</th>
<th>(Data)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>(66)</td>
<td>CHATTING SEPUASNYA, DI MANA AJA!!!</td>
</tr>
<tr>
<td>35</td>
<td>(100)</td>
<td>12 BULAN UNLIMITED WhatsApp</td>
</tr>
<tr>
<td>36</td>
<td>(102)</td>
<td>Free Talk Pula Lokal Rp.50,-/30 detik,</td>
</tr>
<tr>
<td>37</td>
<td>(117)</td>
<td>Mentari Blog Contest</td>
</tr>
<tr>
<td>38</td>
<td>(168)</td>
<td>Facebook &amp; Chatting Segila-gilanya dengan DUAL ON GSM RP 999 ribu</td>
</tr>
<tr>
<td>39</td>
<td>(173)</td>
<td>XL Pasca Bayar Selamat Datang dalam Kenyaman UNLIMITED</td>
</tr>
<tr>
<td>40</td>
<td>(203)</td>
<td>Untungnya pakai ESIA tiap bulan dapat fulus, info update terus</td>
</tr>
<tr>
<td>41</td>
<td>(220)</td>
<td>Hape ESIA CONNECT FM</td>
</tr>
<tr>
<td>42</td>
<td>(229)</td>
<td>Talk Time esia 1 jam Cuma Rp 3000.</td>
</tr>
<tr>
<td>43</td>
<td>(279)</td>
<td>Internetan Unlimited 3 bulan Hanya rp 100 Ribu</td>
</tr>
<tr>
<td>44</td>
<td>(304)</td>
<td>Puasnya Internetan dengan SMARTFREN MODEM EC-1261-2</td>
</tr>
<tr>
<td>45</td>
<td>(313)</td>
<td>Makin gaul makin hemat paket blackberry smartfren mulai dari rp 40.000</td>
</tr>
<tr>
<td>46</td>
<td>(316)</td>
<td>Smartfren connex internet ngebut harga hemat</td>
</tr>
<tr>
<td>47</td>
<td>(320)</td>
<td>Buruan saaatnya ganti gadget leletmu dengan hape dan modem keren dari smartfren</td>
</tr>
<tr>
<td>48</td>
<td>(321)</td>
<td>Smartfreet No Connect</td>
</tr>
<tr>
<td>49</td>
<td>(323)</td>
<td>Download speed 0.42mbps upload speed 0.16 mbps</td>
</tr>
<tr>
<td>50</td>
<td>(360)</td>
<td>Bebas itu nyata alwaysOn mobile internet.</td>
</tr>
<tr>
<td>51</td>
<td>(94)</td>
<td>Nelpon &amp; SMS Rp 50 ke semua operator</td>
</tr>
<tr>
<td>52</td>
<td>(228)</td>
<td>Murah Nelponnya, Gaya Hapenya</td>
</tr>
</tbody>
</table>
The forms in italic are special terminologies that are used in the field of advertising of cellular phones services.

1. **Chatting** is a program for internet users wherever they are so that they can communicate although one of them is far from us.

2. **Unlimited** is usually associated with an Internet connection package. This unlimited package contains a combination of services such as chatting, browsing, social media and streaming.

3. **Free Talk** is the bonus program to talk to other users that cellular phone providers offer, and usually it is accompanied with certain conditions.

4. **Blog** is a web application that resembles the types of writings on a public web page.

5. **Facebook** is a social networking service that offers all people to be able to have a personal profile with the aim of adding a friendship or relationship.

6. **Pasca Bayar** is a payment after use. An example is a fixed phone.

7. **Update** is to bring up to date or commands used to obtain renewal.

8. **Connect** is to connect the computer to a network or the internet.

9. **Talk Time** is the length of time the communication is calculated based on the conversation.

10. **Internetan** is to use any existing site on the internet.

11. **Modem** is a two-way communication tool or hardware that is often used for communication on the computer.

12. **Blackberry** is the cellular phone that has capabilities such as push e-mail and BlackBerry Messenger (BBM)

13. **Connex Internet** is to connect your computer to the internet by using any existing site on the internet.

14. **Gadgets** is a sophisticated device or instrument which has a practical function.

15. **Download** is the process of transmission of a file from a computer system to another computer system.

16. **Upload** is the process of transmission of a file from a computer system to another computer system with a direction contrary to download.

17. **Mobile internet** is a web for devices like cellular phones.

18. **Operators** is a data collection officers who are given the responsibility and authority to manage specific data.

19. **Nelpon** is to connect someone by using a device such as a fixed phone or cell phone.

20. **Hape** is an electronic telecommunication device that has the same basic capabilities as a
fixed phone, but it can be carried anywhere.

3.1.4 Morphological Process

The morphological process of the language used to advertise cellular phone services starts from telepon (phone). This form can function as a noun 'a tool to call' or as a verb 'is calling'. Morpheme telepon is a basic form which means 'distant talking'. In the data of language used to advertise cellular phone services, the telepon morpheme is not found but the variants of it are available such as nelepon, telpon, and nelpon as shown in detail in the following data.

According to Kridalaksana (2008: 222), the form 'telepon' is one of morpheme variants called simulfix-affixes which do not form syllables and are added or merged on the root word, for example /ŋ/ in ngopi (root word kopi). Morphemes ngopi, ngobrol, ngebut are simulfix forms of mengopi (copying), mengobrol (chat), and mengebut (speeding). These forms are the results of aphaeresis – eliminating sound or word at the beginning of speech Kridalaksana (2008: 3).

The sound /me/ in the beginning of the following morphemes mengopi, mengobrol, and mengebut, will form ngopi, ngobrol, and ngebut if it is dropped. This condition also happens to nelpon (with its variants) telpon and nelpon.

a. Nelpon form

53 (29) simPATI SUPER TALKMANIA Sekarang Nelpon suka ati
    Pagi-Siang-Malam GRATIS

54 (58) Nelpon Murah rp 20 Dari menit pertama Siang malam
    ke seluruh Indonesia

55 (91) Nelpon Rp 30 per 6 detik ke Amerika, China, Hong Kong, Kanada, &
    Singapura

56 (94) Nelpon & SMS Rp 50 ke semua operator

57 (193) Bayar 1 Menit Gratis Nelpon dan SMS 17jam

b. nelpon form

58 (96) Ribuan kali nelpon Rp 1000 per hari

59 (246) FLEXI MESRA gratis nelpon gratis sms 24 JAM

60 (299) gratis! nelpon se-Indoneia, kapan pun di mana pun

61 (358) ke sesama. Gratis nelpon setelah telpon ke-5.

c. NELPON form

62 (126) GRATIS NELPON SAMPAI 3 HARI 3 MALAM

63 (194) NELPON tanpa pulsa 17 jam per-hari

64 (260) NELPON & SMS ROMANTIS, SIANG MALAM GRATIS

65 (274) semua serba GRATIS GRATIS NELPON 888 JAM GRATIS 88 SMS
In line with the form ngopi, ngobrol and ngebut, nelpon, which is derived from telepon and is added with the affix meN becoming menelepon, it has an aphaeresis process to become nelpon. This form is similar to nendang, nantang, and nonton. The writing of Nelpon, nelpon, or NELEPON is the variants that is intended to (1) vary the typing, (2) give persuasive emphasis, (3) suit the typology of writing.

In the data, the population of nelpon form is 19 out of 374 data. This form is found in most forms of the language used to advertise cellular phone services.

The form of 'nelpon' can be seen in this following.

67 (44) Rp.10,000 Untuk 6 Hari Telpon Gratis
68 (200) HANYA esia TELPON PUTUS KAMI GANTI HINGGA Rp500.
69 (240) TAGIHAN TETAP GRATIS NELPON LOKAL HINGGA 1000 MENIT KE TELPON RUMAH
70 (259) sekarang bisa nelpon ke Telkomsel, telpon rumah, nelpon & SMS ke sesama Flexi.
71 (295) 1 kartu 2 nomor nelpon dan ditelpon termurah

The form of telpon and nelpon are the variants of nelepon. In terms of process, the form telpon is an affirmation of command. This is in line with other forms of commands such as tulis!, dengar!, and baca! The use of basic form is to command. The form of telepon is found only 5 times in the data.

The form nelepon results from the influence of the pronunciation of Indonesian people in general, and specifically Malay. Malay language does not have double consonants since it is difficult to pronounce it. As a result, the form putra, sastra, and negri is pronounced and written putera, sastera, and negeri. In the data, nelepon is only found three times.

The form nelpon, telepon, and nelepon are utterances of daily conversation. Kridalaksana (1995 : 54) includes nelepon, telepon and nelepon as utterances of daily conversation. This is similar to utterances of Jakarta dialect by adding suffix –in. Kridalaksana portrays a growing language phenomenon in the community as it is. Therefore, the presence of the suffix - in and simulfix ŋ- cannot be used in the standard language. In the standard form, the suffix – in becomes –kan, for example, masukin becomes masukkan. In addition, simulfix ŋ- is a short form of makan soto → Nyoto, minum kopi → ngopi, makan bakso → ngebakso.

The example of using simulfix form in the advertising language of cellular phone services

72 (9) JANGAN PERCAYA GITU AJA, BUKTIIN SENDIRI UNTUNGNYA!
73 (38) Ngobrol sepunayan seharian tetap Rp 0,5/dtk gak ada batas!
74 (40) NANTANG SELEB SERU BERJAM-JAM
75 (135) Siapin foto seRu, fuN, & eXprEsif sobat kamu ber-3
76 (152) Tau Nggak NgeBlog Makin Mudah?
77 (180) Tetap Ngebut & Murah, Kuota 3 kali lipat 3G
From the above data, the simulfix forms of advertising language in cellular services consist of:

(a) in form as shown in the data BUKTIIN (1) and siapin (135), which means to 'command'

(b) the elimination of affixes as seen in data ngobrol (38) is derived from mengobrol, nantang (40), which is derived from menantang, and ngebut (180), which is derived from mengebut. The forms of ngobrol, nantang, and ngebut are meant to 'affirm'.

(c) the elimination of affix form meN as shown in ngenet (236), which is derived from mengenet (net is the short form of the internet) and ngegames, which is derived from mengegames. This form is also intended to provide a 'confirmation'. This elimination form is commonly found in the morphology system in the advertisement language of cellular services as it is shown in bold type data below.

The omission of the affix meN- can be seen in the following explanation.

1. NELPON comes from menelepon
2. Ngorbit comes from mengorbit
3. NANTANG comes from menantang
4. NACEP comes from menancap
5. Ngakunya comes from mengakunya
6. Ngeblog comes from mengeblok
7. Ngebut comes from mengebut
8. NGOCEH comes from mengoceh
9. Ngitungnya comes from menghitung

3.1.5 Diction

Diction is word choice and clarity of pronunciation to obtain a certain effect in public speaking or in composing (Kridalaksana, 2008:50). Dictions that are focused in this study is assumed to have a persuasive effect in the advertising language of cellular phone services.
The forms that often appear in the advertising language are gratis, murah, bonus, dan hemat. Thus, the language used to advertise cellular phone services primarily appeals on “free” and “inexpensive” products.

The morphemic formation in the advertising language, such as bonus, gratis, hemat, and murah can be seen in the data below.

**Bonus**

Sugono (ed., 2008: 207) says that bonus is an additional pay, apart from the basic salary, may serve as a reward or incentive; salary is extra wages paid to employees; gratification; incentives; Bonus can mean pages or articles supplementary (in magazines, newspapers). Based on the above definitions, the word bonus is closely connected with the institution and agency that have workers or employees. Because of this the terms such as annual bonus, incentive bonus, and production bonus are popular. Now, the word “bonus” is used to declare "additional amenities" provided by a person/institution in the form of objects or services in all areas and are not bound to employee - employer relation.

Various meanings of the word **bonus** are presented in the following data.

1) The word bonus in the first group of data below serves as information or news

<table>
<thead>
<tr>
<th>No.</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>(37a) simPATI 5000 // Maksimal bonusnya</td>
</tr>
<tr>
<td>91</td>
<td>(78a) Extra Ampuh 24 jam // Bonus Paling Melimpah</td>
</tr>
<tr>
<td>92</td>
<td>(118a) Bonus Pulsa // setiap hari</td>
</tr>
<tr>
<td>93</td>
<td>(280a) Fren EXTRA // EXTRA Bonusnya</td>
</tr>
<tr>
<td>94</td>
<td>(367a) TARIF HEMAT // BANYAK BONUSNYA!</td>
</tr>
</tbody>
</table>

2) Notice the word bonus in the following

<table>
<thead>
<tr>
<th>No.</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>95</td>
<td>(53) Isi pulsa sekarang dan nikmati simPATI bonus surprise</td>
</tr>
<tr>
<td>96</td>
<td>(104) Beli Perdana Mentari dapatkan pulsa 12.000 &amp; bonus hingga 100 SMS per hari</td>
</tr>
<tr>
<td>97</td>
<td>(125) Dapatkan total BONUS dari TiPhone hingga IM3 hingga Rp 3,7 juta!</td>
</tr>
<tr>
<td>98</td>
<td>(271) Dapatkan Bonus Pulsa RP 500.000 free Flexi Chatting selama 30 hari</td>
</tr>
</tbody>
</table>

The word bonus in the second group in the data above states solicitation or persuasion. It is shown by the use of command words such as:

a. *Isi pulsa sekarang*;

b. *Beli Perdana Mentari* ;

c. *Dapatkan*

3) The word bonus that has different meaning from the ones in the definition are presented in the following.

<table>
<thead>
<tr>
<th>No.</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>(50) Isi Ulang Simpati 1 April - 30 Juni 2011 BONUS NELPON &amp; INTERNETAN</td>
</tr>
</tbody>
</table>
The words “bonus” in the third group above data are accompanied with conditions. Each individual bonus is obtained if the condition goes along with it is met. This can be seen in the statement 'bonus would be obtained if ...

a. mengisi Ulang Simpati 1 April - 30 Juni 2011 (50)
b. mengisi pulsa sekarang (53)
c. membeli perdana Mentari (104)

Diskon

The word *diskon*, according to Sugono (ed., 2008: 333), means the rebate; each purchase will obtain discount as many as 15%.

The use of the word *diskon* is found in the following data.

102 (154)  .. SO ME Dapatkan DISKON & BENEFIT-NYA
103 (165)  .. SO ME !!! DAPATKAN DISKON & BENEFIT-NYA
104 (230)  gratis 1 gelas juice, diskon 15% all item, buy 1 get 1

The word *diskon* in each construction above is intended to inform that

1. Get the benefit of discounts & XL SO ME (154) and (165)
2. Get 15% discounts on all items, Free 1 cup juice, buy 1 get 1 (230)

Gratis

The word *gratis*, according to Sugono (ed., 2008: 462), means free of charge. The use of the word *gratis* with the meaning free of charge are shown in the following data.

105 (36)  GRATIS AKSES INTERNET 500 MB per BULAN
106 (44)  Rp.10.000, Untuk 6 Hari Telp GRATIS
107 (65)  GRATISNYA LEBIH LAMA 30 JAM BERKALI-KALI
108 (69)  Beli Kartu As, GRATISnya beneran sampai MALAM!
Masih mau pake yang boros?
109 (70)  Beli Perdana Kartu As GRATISANNAY TANPA SYARAT.
110 (87)  Cuma kartu As gratisannya gak nanggung-nanggung
111 (130) G24TIS Online 24 MB
112 (275) frentetan GRATIZAN
113 (298) Nelpon Gratizan SLJJ SMS Gratizan Pulsa Gratizan Ngobrol Gratizan

Based on the above data, the word *gratis* has the following forms. They are GRATIS (36), gratis (44), GRATISNYA (65), GRATISnya (69), GRATISANNA (70), gratisannya (87), G24TIS (130), GRATIZAN (275), dan Gratizan (298)
The affixation in each of the word gratis above has the following meanings.

a. The word gratis, with such forms as GRATIS, gratis, G24TIS, means free of charge.

b. The word gratis, with the form gratisnya is intended to stress that the suffix –nya refers to the brand name of the company that advertises the cellular phone services.

c. The word gratis, with the form GRATIZAN, means 'to get'. Thus, gratizan means to get something for free.

d. The word gratis, with the form Gratisannya, means ‘to get’ the free of charge from the brand name of the company that advertises the cellular phone services.

Hemat

According to Sugono (ed., 2008: 490), the word hemat means 1 careful or frugal in spending money; are not wasteful; smart 2 full interest and attention; carefully ; 3 meticulous thoughts ; opinion

Based on the above understanding, the word hemat, referred to in the advertisement, means cautious in spending money; not being wasteful; and carefully.

The use of the word hemat can be seen in the following data.

114 (105) Hemat siang hemat malam, nelp & SMS Rp 50 ke semua operator
115 (123) HEMAT di depan GRATIS di belakang
116 (208) “PAKE ESIA PASTI LEBIH UNTUNG PASTI LEBIH HEMAT”
117 (290) Fren pascabayar Senyaman GSM Sehemat CDMA
118 (316) Smartfren connex internet ngebut harga hemat
119 (369) AXISGSM - AXIS Hematnya Ke Semua

The word hemat is used to inform that the product is a better, superior, more cost-efficient as shown in the following statements.

1) Hemat siang hemat malam (105)
2) HEMAT di depan (123)
3) PASTI LEBIH HEMAT (208)
4) Sehemat CDMA (290)
5) harga hemat (316)
6) Hematnya Ke Semua (369)

The form variation of the word hemat that appears in the above data is as follows.

1) hemat, HEMAT, ‘tidak boros’
2) sehemat, ’sama hemat’ or ’hemat sekali’
3) hematnya. ‘kata ganti milik’ (hemat (nya=merek layanan seluler)
Murah

According to Sugono (ed., 2008: 941) *murah* means 1 less than the price prevailing in the market are considered; 2 likes giving or help; 3 excess, over, or much; and 4 easy. The use of the word *hemat* can be seen in the following data.

<table>
<thead>
<tr>
<th>No</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>punya indosatRp 40/sms sehari</td>
</tr>
<tr>
<td>121</td>
<td>Bukti <em>murahnya</em></td>
</tr>
<tr>
<td>122</td>
<td><strong>MU24H</strong> itu IM3</td>
</tr>
<tr>
<td>123</td>
<td>Mana ada yang lebih <em>murah</em>. Beli Kartu As</td>
</tr>
<tr>
<td>124</td>
<td>AMPUH <strong>MURAHNYA</strong> 24 Jam</td>
</tr>
<tr>
<td>125</td>
<td>Nelpon sebentar atau lama XL belas tetap <strong>TERMURAH</strong></td>
</tr>
</tbody>
</table>
| 126 | Nelpon ke luar negeri *termurah* dan terlengkap!

From the above data, the variation of the word *murah* are (1) *murah*, (2) **MURAH**, (3) *murahnya*, (4) **MURAHNYA**, (5) *termurah*, (6) **TERMURAH**, dan (7) **MU24H**.

The meanings of the word *murah* stated above are as follows.

1) *murah* (**MURAH**) means 'lower than the price prevailing in the market are considered' 

2) *murahnya* (**MURAHNYA**) means 'a particular mobile service prices are cheaper than other mobile'

3) *termurah* (**TERMURAH**) means 'the cheapest/very cheap.

In other words, the word *murah* is used to give an emphasis on the cheap facility of cellular phone services.

**4. Conclusion**

Referring to the analysis and the results of research on the morphology of the advertising language system of cellular phone service, it can be concluded that the construction elements of the morphology of the language used to advertise cellular phone services are a) a phonemic and morphological process, b) morphemic formation in morphological process, c) special form, d) Simulfix form, and e) Diction.

The five forms above are the typical forms of the advertising language of cellular phone services. They are seen from their morphological forms and frequency of occurrence. These five forms are the typical morphological system of the language used to advertise cellular phone services, which are qualitative and quantitative and are presented interestingly, creatively, and persuasively concerning the simplicity, inexpensiveness, completeness, safety, frugality, and peacefulness of cellular phone services.

**References**


