

**LANGUAGE FUNCTIONS IN PUBLIC SERVICE ADVERTISEMENTS:
GERAKAN LITERASI NASIONAL (GLN)**

Ririn Setyowati^{1,*}, & Indah Sari Lubis²

English Department, Faculty of Cultural Sciences,
Mulawarman University, East Kalimantan, Indonesia

E-mail: ririnsetyowati1211@yahoo.com

ABSTRACT

Language serves as the communication tool whether it is verbal and non-verbal ways. To understand the language intention, we have to know the function, then it is called as the language function. In this study, the language functions were conducted in Public Service Advertisements which entitled *Gerakan Literasi Nasional (GLN)*. The objectives of the study were to find out the language functions presented in the advertisements of *Gerakan Literasi Nasional* and to describe the purposes of those advertisements in it. The theory proposed was Jakobson's language function and the research design applied was Qualitative Content Approach (QCA). The data were obtained from two sorts of advertisement which had the same theme in spite of different sources. One was from SMK Budi Warman 1 Jakarta Timur and another one was from public government by Kemendikbud. The data were analyzed by Miles and Huberman's concept within the procedure of discourse analysis. The findings of the study were 1) there were four types of language functions as referential, emotive, conative and poetic functions, and 2) the purposes of the advertisements in GLN were mainly to persuade and inform the viewers about the importance of literacy to improve their knowledge.

Keywords: Language Function, Advertisement, Public Service Advertisements, *Gerakan Literasi Nasional*

ABSTRAK

Bahasa menjadi alat komunikasi baik verbal ataupun non-verbal. Dalam memahami maksud bahasa, kita harus mengetahui fungsi yang selanjutnya disebut sebagai fungsi bahasa. Penelitian ini bertujuan untuk menemukan fungsi-fungsi bahasa yang terdapat pada iklan layanan masyarakat dan mendeskripsikan tujuan iklan-iklan tersebut ditayangkan pada program Gerakan Literasi Nasional (GLN). Teori yang digunakan merupakan teori fungsi bahasa yang dikemukakan oleh Roman Jakobson, sedangkan desain penelitiannya adalah Pendekatan Isi Kualitatif (QCA). Data diperoleh dari dua jenis iklan yang berbeda sumber namun memiliki tema yang sama. Satu diantaranya bersumber dari SMK Budi Warman 1 Jakarta Timur dan satu lainnya bersumber dari pemerintah. Data dianalisis dengan konsep Miles dan Huberman dengan prosedur analisis wacana. Temuan dari penelitian ini adalah: 1) ada empat jenis fungsi bahasa yakni fungsi referensial, emotif, conative dan puitis 2) tujuan dari iklan layanan masyarakat GLN adalah berusaha mempengaruhi dan menginformasikan kepada penonton akan pentingnya literasi dalam meningkatkan pengetahuan mereka.

Kata kunci: Fungsi Bahasa, Iklan, Iklan Layanan Masyarakat, Gerakan Literasi Nasional.

A. INTRODUCTION

Language is the essential aspect of life. People use the language to benefit their life for several purposes as communicating, recognizing, understanding, informing and persuading. It seems that language has certain functions. According to Trudgill (1974), language consists of some functions which are giving information, delivering message, expressing feelings, persuading people, entertaining people, and sharing opinion.

In everyday life, language also serves equally important between social and emotional functions. It means that language is deserved to be the harmonious relationship between humans' interactions. In conclusion, language plays significant role as emotive or expressive part for people's purposes to communicate and to maintain their social relationship.

There are many varieties of language in the universe. It is in the form of verbal and non-verbal types of language. Every language deserves its form, rule, and function differently. There are some big theories of language functions proposed by other experts. However, as a big theory, Jakobson (1960) claimed the six functions of language, namely phatic, poetic, metalingual, emotive, conative, and referential.

Understanding the function of certain language can be explored through media. It is easily found some sorts of media such as 1) printed media including printed books, magazines, and newspapers, 2) electronic media including radio, television, and computer, 3) social media, 4) digital media including video games and any websites. One of the social media exploited today with huge number of users is youtube channel (www.youtube.com). It has over 1.8 billion every month, within spitting distance of Facebook 2 billion (Gilbert, 2018). Through this site, people easily browse anything they need. All things can be gained from this site. They are able to download, upload, exploit, observe, educate, inform, etc. Many programs can be obtained from here particularly related to public service announcement provided by the government. One of the current popular Indonesia's government programs is literacy. It is boomed because of the low interest of people's reading habit. Literacy is defined as the ability of reading and writing (Kemdikbud: 2016). Based on the survey conducted by UNESCO in 2013 showed that Indonesians' reading habits was 0,001 %. It means that from 1000 people, there is only one who reads. However, it contrasts to ASEAN countries such as Malaysia and Singapore. Singaporeans' reading habit was 0.45% (Nuryadin in Surya: 2018).

There are many literacy advertisements found. In this study, there are two advertisements chosen as the objects of the study. One is in public setting and another is from the private one. The advertisements are *Gerakan Literasi* from SMK Budi Warman 1 Jakarta Timur and *Gerakan Literasi Nasional* from Ministry of Education and Cultural Affairs by Kemendikbud. The objects are chosen, first because of the government worries of Indonesians' low reading interest. Second, the objects are appropriately analyzed by the theory of language function and this study belongs to discourse analysis. By applying the language functions in advertisements, the readers get easier in understanding the intended meaning and know the purposes of public service announcement.

B. RELATED THEORIES

This chapter provided some explanations related to language functions and the purposes of advertisements.

1. Jakobson's Language Function

Language must be investigated in all the variety of its functions. At the time people talk about language functions, they are talking about the reason for using language. At its most basic, the function of language in communication or usually called by speech function is the people use language to give and receive messages between themselves.

The functions of language are diverse accordingly to different experts. Those are covered by plenty of experts i.e Leech, Halliday, Finch and Jacobson. Each idea has its specialties. There are a number of experts proposed the functions of language. Leech states there are five language functions, Halliday confirms seven criteria of language functions, Finch said there are seven types of language functions and Jacobson deals with six functions of language. The language function by Jacobson is chosen as the main theory here since it covers the explanation in details comparing to others.

Roman Jakobson (1960) defined six functions of language (or communication functions, according to which an effective act of verbal communication can be described). Language functions as stated by Jakobson (1983) have some categorization such as referential, emotive, conative, phatic, metalingual and poetic. Those are explained in detail.

a. Referential Function (other names: denotative, cognitive, representative, informative)

The referential function corresponds to the factor of context and describes a situation, object or mental state. The descriptive statements of the referential function consist of both definite descriptions and deictic words, such as *The autumn leaves have all fallen now*. Similarly, the referential function is associated with an element whose true value is under questioning especially when the truth value is identical in both the real and assumptive universe (Tritsmans: 1987). According to Jakobson, "referential or denotative or cognitive function is an orientation toward the context" (1980: 82).

Context of communication deals with who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved; and their relationship to each other (Cook: 2001).

Cook also explained that when music and picture play and combine with language in an advertisement, discourse also has a rule to consider the analysis of communication, too.

The referential function of any singular term is to provide a positive answer to the question: "which individual is being spoken of?", that is, to get the determinacy of reference. What enables a singular term to carry out this function is the determinant of the term. Demonstration is not the determinant of deictic terms because people can fulfil their referential function by appeal to utterance-relative uniqueness or perceptual environment (Jakobson: 1960).

b. Emotive function (other name: expressive)

It is also known as expressive or affective function. The emotive function focuses on the addresser's attention. This function comes out when we want to express our emotions although one does not speak to give an information. For example: the interjections such as 'Bah!', 'Oh!', which are words or phrases used to express sudden surprise, pleasure or annoyance. There are quite differences between emotive function and conative function. The emotive one deals with the feeling or emotive expression delivered by the speaker to show his/her feeling. However, the conative function concerns on asking for people to do the speakers order.

c. Conative Function (other names: appellative, imperative, directive)

The conative function is an orientation toward addressee. This function finds the purest grammatical expression in vocative and imperative sentences, and it helps us to make people do something and it includes orders. For example: "Close the door!" or "Go Away!". The uses of interjection are also applied for imperative sentence that the addresser ask for the order to the addressee.

It is updated by those elements of the message that directly send to the recipient, meaning that the speaker intended to influence, to some extent, the listener, engaging him in a certain way in receiving the message. The most common grammatical expression of this function is performed by direct forms of addressing the listener with verbal forms in the imperative. The conative function often finds its expression through spontaneous interventions of the receiver at certain times during the message transmission making use of formulas as "you know" (Narcis,2017).

d. Phatic function (other names: relational or contact)

The phatic function was defined by Jakobson in 1960 in terms of orientation towards the physical and psychological contact between speaker and addressee, as opposed to orientation towards either individually, or towards the state of the world etc (Matthew: 2007).

Phatic function deals with the connection between speakers. It deals with attracting/establishing, prolonging, checking, confirming, or discontinuing this connection, and may be composed of either culturally or non-culturally bound set phrases like "well, let me see" ;"auch" and "really". In addition to strengthen the relationship between speakers, the use of the phatic function also increases the listener's perception of the speaker's proficiency (Narcis: 2017).

This function means expressing solidarity and empathy with others. It helps to establish contact and refers to the channel of communication. It opens the channel or checking that it is working for social reason. This function is used for sociability. Hence sometimes vernacular words are used in this function in daily conversation. It is characterized mainly of speech, however in a formal writing, for example, it can also be noticed as in letters, where the word in the the beginning letter "*Dear Sir/Madam* and ending "*Yours Faithfully*" or "*My Sincerity*" also serve that purpose of phatic function.

e. Metalingual (or Metalinguistic) Function

Metalingual function is used whenever the addresser and the addressee need to check whether they use same code or not and when the certain language is used to speak about language. For example: “What do you mean by “edutainment?””, “ What is plucked?”. In the process of language learning, the acquisition of mother tongue includes wide use of metalingual actions; for example, aphasia may be described as a loss of capability form metalingual actions (Tribus, 2017).

The clearest expression of the metalinguistic function is the metalinguistics itself, the very language of grammar. But the metalingual function is currently present in ordinary conversation as a means of control on the use of the same linguistic code by the interlocutors (Narcis: 2017).

f. Poetic function (other names: aesthetic or rhetorical)

It is defined by Jakobson as the attitude towards the message itself, centering on the message itself. The poetic function cannot be reduced only to poetry or to the poetic function of the message, and it emphasizes the concrete side sign of the language, deepening the fundamental opposition between what is intelligible and what is perceptible, between the linguistic sign as a means of intelligible knowledge and the objects of the reference reality (Narcis:2017).

The poetic function, also known as the aesthetic function, deals with language whose primary focus is the beauty of the language itself. The richness of sound and texture and the balance that makes it a work of auditory art or poetic utterance. The poetic function appears in a subordinate role (in political slogans, advertising, commemorative speeches, poetry, etc).

2. The Concept of Advertisement

The word “advertisement” is derived from the Latin word `advertere` which means to turn towards (Goddard: 2001). Advertising is a means of communication with the users of goods or services. It cannot be denied that advertisement has essential part as the means of promotion and upgrading the sales. It seems to be common that entrepreneurs spend much time to broadcast the entertainment to achieve their goals or getting the people`s attention through their products.

One of the advertisement goals is mostly to persuade people or applying persuasive communication. Persuasion is a fundamental form of social influence on human decision making. The message is intended to shape, reinforce or change people`s mind. Based on the purpose, advertisement can be categorized into two parts, namely intended to public service; and then called as public service announcement and private advertisement. Both of them have their own purposes.

a. Public Service Announcement

Public service announcement, then in Indonesian called as Iklan Layanan Masyarakat, is the advertisement intended to the public which delivers the social

messages to give awareness toward the society problems. Those problems are assumed to aware the public harmony.

Gerakan Literasi Nasional (GLN) is a public service announcement and one of the government programs to improve Indonesian people's reading habits. The survey from UNESCO in 2013 shows that Indonesians' reading habit is only 0,001 % (Nuryadin in Surya: 2019). It is perceived that out of 1000 people, there is only one who actively reads. However, Singapore has 0,45% of the total population who actively read books. It means that there are 45 among one hundred people who love reading. Out of the data, some researches stated that the literacy participation of Indonesian is too low. From 61 countries surveyed, Indonesia refers to the 60th level of literacy (Ibrahim in Surya: 2019).

Within the low data that shows the weaknesses of Indonesia's literacy, the government intensifies the literacy program in any fields, starting from GLS (Gerakan Literasi Sekolah), GIM (Gerakan Indonesia Masyarakat), until GLK (Gerakan Literasi Keluarga). The general purpose of this program is to increase up the literacy culture in educational ecosystem starting from the smallest unit of families, schools, and societies as lifelong learning to improve the life quality (Kemdikbud: 2017). To spread out the successful program, the government via digital communication media, in this case the Internet, creates public service announcement which is totally intended to inform and persuade people having self-awareness toward the reading habit (literacy).

b. Private Advertisement

This advertisement concerns on the business oriented-money. Private advertisement is provided by the private companies. This takes cost and purposely promotes goods and services to the public. This advertisement duration is commonly short, maximally one minute since if it is longer, more cost needed to broadcast it. Comparing to the public service announcement, this private advertisement frequently appears on the TV since the goal of such kind is to sell the products and services.

3. The Purposes of Advertisement

Advertisement is the best way to communicate directly to the customers. It helps informs the costumers about the branch mark available in the market and the variety of products useful to them. Kannan and Tyagi (2013) stated some basic features of advertisement to be communicated to the audience or customer, they are paid form, non-personal presentation, sell or promote ideas, goods, and service, identified sponsor and the last is inform and persuade.

a. Paid form

Advertising is always a paid form of communication and hence commercial in nature. Thus, advertising can clarify to be distinguished from publicity which is not paid for by the sponsor.

b. Non-personal presentation

Advertising is basically non-personal presentation since it is always directed to many people or audience rather than to any individual. For example e-advertising message may inform the impression of personal appeal, but actually it is non-personal in nature.

c. Sell or promote ideas, goods and services

Not only the tangible and physical goods, advertising is also aimed at promoting and selling ideas and service such as public service announcement (PSA), or Post and Telegraph Department advertises to promote the use of PIN CODE for fast delivery of letters.

d. Identified sponsor

Advertising always has an identified sponsor. Advertising identifies the opinions and ideas it presents. The sponsor for publicity can be anonymous.

e. Inform and persuade

Advertising usually informs and persuades customers to purchase the products or services they sell. There are advertisements which do not sell anything, but showing the awareness and support to other people. While functioning to persuade the addressees to buy a product, advertisements can also in the purposes of amuse, inform, misinform, worry or warn. Urging us, for example, to avoid heart attacks by eating more healthily (Cook, 2001).

C. RESEARCH METHOD

This chapter presented five parts as research design, data and data source, data collection, research instrument and data analysis.

1. Research Design

To cover the phenomena within the lens of discourse analysis, this research method of the study is qualitative with QCA approach (Qualitative Content Analysis) since the researcher gathers the data and categorizes them into some classifications (Hancock, 1998). Kothari says about qualitative research that is concerned with the qualitative phenomena that is relating to or involving the quality or kind. This type of research aims at discovering the underlying motives and desires.

2. Data and Data Source

The data of this study are the two videos relating to the Gerakan Literasi Nasional consisting of the narration, dialogues, conversations, and actions related to the problems of the study. In addition, the data source is gained from youtube channel with the titles of *Gerakan Literasi Nasional* sponsored by Kemendikbud and advertisement provided by SMK Budhi Warman 1 East Jakarta.

3. Data Collection Technique

There are some steps of collecting the data. First, watching the advertisements a couple of times from youtube channel. Second, writing the script and the important notes and understanding every scene broadcasted. The important notes of narration, dialogues, conversations, and actions that have a connection with the data during the advertisement presentation.

4. Data Analysis

After collecting the data, the data are analyzed with three linked sub-process of Miles and Huberman, “data reduction, data analysis, and conclusions (drawing/verification).

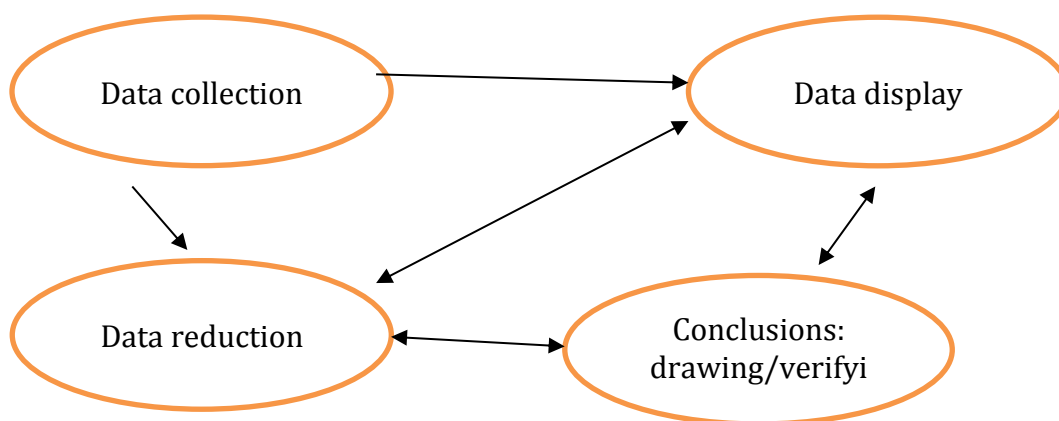


Figure 1. Interactive Data Analysis Model by Miles and Huberman

The collected data then are selected in order to be more specific and focus to answer the research questions. In this step, all the collected data are reduced or compressed accordingly to the data needed based on the category of research questions. Data display is a process in displaying and analyzing the data. The data are classified systematically. The data are organized relating to the theory presented. There are data appropriateness between data presented on the theory, then they are displayed chronologically. Conclusion means drawing/ verifying the process of drawing conclusion. The conclusions are drawn after all of the data are valid and relevant to answer the research problems. This part is the last phase containing the result of this research.

D. FINDINGS AND DISCUSSION

From the six functions of language proposed by Jakobson 1960 (1. Referential, 2. Emotive, 3. Conative, 4. Phatic, 5. Metalingual and 6. Poetic) , there are four functions found in the two advertisements from *Gerakan Literasi Nasional (GLN)* from two sponsors, one was from SMK Budi Warman 1 Jakarta Timur and another one was from Public Government by Kemendikbud. While other two functions are not found.

Those four functions of language stated in the advertisements are referential, emotive, conative and poetic, while phatic and metalingual are not found in this research. Theoretically, it is said that one function may or can be correlated to another function based on the situation when the event of the utterances or dialogs happened. For examples, the correlated functions between poetic and referential, emotive and conative in the same situation, but in some cases those functions stand in their own responsibility depended on the text being analyzed.

Meanwhile, the purposes of the advertisements are to persuade and inform the viewers about the importance of literacy, the way the advertisements evoke people's interest in reading. The findings related to the questions are clear explained in discussion in the next part. The detail explanation and evidence are discussed as follows.

1. Language Functions stated in advertisement of GLN of SMK Budi Warman 1 Jakarta Timur

This advertisement consists of four language functions, namely referential, emotive, conative, and poetic. This advertisement talked about the importance of reading narrated by a student from SMK Budi Warman 1 East Jakarta. The narration consisting of sentences are transcribed below to give the clear description of the analysis.

“Buku? Suatu benda yang dapat membuat kita lupa akan kebosanan, kesedihan dan kemarahan. Buku merupakan jendela dunia. Lantas mengapa? Jika buku merupakan jendela dunia, mengapa banyak orang yang memilih menutup jendela tersebut. Tahun 2018, tahun ke 73 Indonesia merdeka. Tapi mengapa seakan akan kita masih dijajah, dijajah oleh teknologi yang dapat membuat kita lupa untuk membaca. Maka dari itu, marilah kita buka kembali jendela yang sudah tertutup itu. Kita bangkitkan kembali minat membaca pada diri kita. Karena buku bukanlah sebuah tontonan, melainkan sebuah tuntunan.”

The transcription above is analysed based on the functions of language by Jakobson's theory below.

a. Referential Function of Language

“Buku merupakan jendela dunia” refers to the conventional meaning of the participants of communication that by reading, we can know many things like we have so many knowledge and experiences by reading a lot.

“Tahun 2018, tahun ke 73 Indonesia merdeka” told about the truth or fact about 73 years of Indonesian independence in 2018.

b. Emotive and Conative Functions of language

“Lantas mengapa? Jika buku merupakan jendela dunia, mengapa banyak orang yang memilih menutup jendela tersebut.”

The student of SMK Budi Warman 1 Jakarta was showing his feeling about his disappointment that people are not aware of being active in literacy especially in reading. **Emotive** function showed the addresser's expressive feeling about something he feels

verbally in that statement. He repeated the word '*mengapa*' twice showing his protest why many people are choosing not to read. Emotive function is also happened in the statement below.

“Tapi mengapa seakan akan kita masih dijajah, dijajah oleh teknologi yang dapat membuat kita lupa untuk membaca.”

The word '*dijajah*' was also pronounced twice in that sentence. The addresser wants to express his deep feeling, '*dijajah*' means colonized. The text implies that Indonesian country is still colonized after its 73 years of independence, not by colonizer but by technology. It seems like we are careless and forget that reading is more important than just playing the game or any other useless activities in the smart phone. The verbal language above is supported by the action of the addresser's friend that was playing smart phone in class and getting frustrated.

Then the addresser invited his friend to open and read the book and finally they enjoyed reading that book. That non-verbal act is analysed as **conative** in which the addresser influences and makes the addressee to do something namely reading a book. Conative function is a function of language that is focused on influencing the addressee's behaviour, and thus concerned with the persuasion. In this situation, the addresser succeeds to influence the addressee to do something, namely reading. So, the purpose of persuading someone to do something in this activity is done successfully. We can see the changes of the addressee's behaviour from the enjoying the smart phone into the reading activities from the figures below.

c. Poetic Function of Language

Like Jakobson already mentioned that poetic function refers to the attitude toward the message itself, relation between the sign language and the object of the reference, the existence of the language beauty of itself and the richness of sound and texture. The phrase "*Gerakan Literasi*" means activity related to the way to be active in literacy by feeling happy in reading continuously. When people are feeling happy in their life, their life will be fun by reading actively "*Membaca itu asyik*".

Another expression is "*Buatlah dunia barumu dengan membaca buku*". That statement can be analysed from both **poetic** and **conative**. The word '*buatlah!*' implies the conative function that the addresser influences the viewers to change the condition from one point of view to another one. It is distinctly completed by the sentence reflected poetic function in "*Buatlah dunia barumu dengan membaca buku.*" The addresser persuades the viewers from that statement to have reading habit, to encourage people in reading continuously. The poetic function appeared from the statement has meaning to make a new world by reading, we must consider to read every day from now on and leaving our useless activities such as too many times in front of smart phone, television, and other disadvantages routines. Looking at smart phone to know the information from social media is important, playing games are also needed to refresh our mind, but we need

to realize that reading is a must, reading that can be done both in printed books or provided in e-book.

2. Language Functions stated in advertisement of *GLN* of Public Government by Kemendikbud

In this case of *GLN* advertisement, it also consisted of four language functions same as in the previous advertisement. They are referential, emotive, conative and poetic.

a. Referential Function of Language

Referential function of language was found in this advertisement which involved context and described a situation. Since this research used discourse analysis approach, the researchers analyzed this advertisement as discourse, which means that it is not only about language but also focused on context of communication.

This happened in this *GLN* advertisement of Public Government by Kemendikbud that examined the rules of music, moving pictures from youtube, and also conversation and utterances from the interlocutors.

Contextual situations that reflect the setting of this advertisement are explained as follows. As in Dell Hymes' SPEAKING looking at the context meaning that S is setting when a conversation happened in a certain situation.

First setting is **in a class** when a teacher of elementary school taught her students. *Second*, communication happened between a boy and a girl **in a yard**. In this situation, there are two activities that involved the boy and the girl activities, namely their conversation to each other when they were eating Indonesian traditional food 'Getuk' and their communication with a man who brought books on his motorcycle in order to be read by people. In recent days, Indonesia has evoked Indonesian's reading habit through 'Perpustakaan Keliling'. 'Perpustakaan Keliling' is a public service that is usually sponsored by public library government to visit societies or communities to persuade them in reading books. Vehicles such as motorcycle, boat, car and so on from one place to other places are used to help the employee to bring those books to be read and can be borrowed by the readers in certain time.

Third, the activity of reading was happened **in a house** before the children (a boy and a girl) decided to plant vegetables. *Forth*, back **in yard** and finally they planted the vegetables and started to water the trees.

b. Emotive and Conative Functions of language

Conversation between a female teacher of elementary school and her students. In this case, the teacher said to the students by saying '*Jangan lupa ya, Luangkan waktu untuk membaca!*' In that statement we can see that the teacher was showing awareness to her students to evoke their reading capability. That statement has emotive and conative functions of language in the same time. When producing the statement, the teacher's facial expression is full emotional tendency to persuade the students to be interested in reading.

By using interjection shown by the intonation indicating conative function, the teacher wanted her students to read in their spare time. The teacher's statement has emotive and conative functions of language because while producing it, she smiled and used gesture to ask the students to read. We can see her expressive feeling or emotion to influence the addressees to do something.

The correlation between emotive and conative functions have been explained by Jakobson that the perfect addresser-message may be addressed to the receiver or addressee, in a such condition that educational message is intended for the addressee (Hebert, L. 2011. *The Function of Language*.

<http://www.signosemio.com/jakobson/functions-of-language.asp>).

c. Referential and Poetic Functions of Language

Poetic function focuses on the message for its own sake. The poetic function can be stated and appeared in political slogans, advertising, commemorative speeches, poetry, etc. The several statements having poetic function are stated in the advertisement. Some statements have different colours in typing the letters to assert and to persuade the viewers in reading and some capital letters to firm the message, such as “*MEMBACA* membuka jendela *DUNIA*”, “*BELAJAR BISA DI SEKITAR KITA*”, “*MEMBACA MENUMBUHKAN KEHIDUPAN LEBIH BAIK*.”

Those three statements are considered as poetic or aesthetic values having implied meaning that people must be aware and have interest and attention to the literacy. Indonesian's slogan “*MEMBACA* membuka jendela *DUNIA*” is very close to the life of Indonesian people that by reading a lot, the world is in our hand, it is like opening the window of world that we will know everything after reading. It means that we will have many knowledge and experiences by reading and realizing that literacy is very important and crucial in our life. For the second slogan of “*BELAJAR BISA DI SEKITAR KITA*” has the meaning that we can learn everything in everywhere we want to do nearby our environments. The last is “*MEMBACA MENUMBUHKAN KEHIDUPAN LEBIH BAIK*” having meaning that by reading continuously, we can get a better life for better future.

The purposes of those three slogans are to inform and to persuade people about the importance of literacy in reading activities. The verbs of Indonesian language ‘*Membuka*’, ‘*Bisa*’, ‘*Menumbuhkan*’ are the verbs in the efforts of persuading people to begin their life by reading a lot for their own life, of course we need to look at the contextual meaning of the whole statements preceding or following those words (‘*Membuka*’, ‘*Bisa*’, ‘*Menumbuhkan*’). ‘*Membuka*’ or ‘to open’ implies that when we are frequently reading, we can understand many things around us, such as cultures from other countries, their behaviour, and so on.

The word ‘*Bisa*’ in this slogan means we can do the reading activities everywhere around us. From the video, we can see the two children activity that planted vegetables after reading a book of plants. They read the book borrowed from ‘Perpustakaan Keliling’ (it is mobile library or bookmobile) that visited their environment they live. Another persuading word is ‘*Menumbuhkan*’, by realizing to the literacy, we will have what we want and our life will be better.

Jakobson explained that several functions of language can be correlated to each other in looking at a phenomena, such as poetic and referential, emotive and conative. Poetic and referential are stated in the same event in this advertisement involving the play of intonation and the utterance from an employee of 'Perpustakaan Keliling' by stating '*Buku-buku, Baca-baca, Buku baru*' by using intonation. The different intonation illustrates different intention.

The employee of the mobile library used rising intonation when he stated '*Buku-buku, Baca-baca, Buku baru*' by prolonging and stressing the tone in the first bold syllables. It indicated that the rising, prolonging and stressing intonation in some syllables above are having attention focusing. Roach (1990: 147-148) said that "In the case of 'attention focusing', the most obvious use has already been described: this is the placing of tonic stress on the appropriate syllable of one particular word in the tone-unit. In many cases it is easy to demonstrate that tonic stress is placed on the word that is in some sense the 'most important'."

So, from that Roach's previous statement we concluded that '*Buku-buku, Baca-baca, Buku baru*' has referential and poetic functions. It implies the employee's wish in order that people are able to read as many books as they can. The repeating and stressing tones words *buku* and *baca* are attention focusing in this case to encourage and give information that literacy is very important in our life. While the word *baru* is the employee's way to get the addressee's attention that something new is also interesting.

The referential function is stated in that statement by involving the intonation analysis. We realized that referential is not only talking about the things or facts, it also talks about the contextual factors such as substance, music and picture, paralanguage, situation, setting, etc. Meanwhile, the poetic function appeared from the beauty of the language, the way the employee asked the viewers of the video to read, he produced the tone in producing it by playing the intonation to get the people's attention about what he was doing for.

E. CONCLUSION

From the explanation in discussion, the researchers have found some language functions stated in two advertisements of *Gerakan Literasi Nasional (GLN)* from two sponsors, one was from SMK Budi Warman 1 Jakarta Timur and another one was from Public Government by Kemendikbud. Those two advertisements have four functions of language, namely referential, emotive, conative and poetic, while the phatic and metalingual did not exist in that advertisements.

Referential function deals with the situation that shows the things or facts about phenomena linked to the text itself. It also concerns to the contextual analysis such as setting, paralanguage (intonation, tone unit, etc), music and picture, and so on. Therefore in this research, there are several referential function in both advertisements. *Emotive or expressive* function is also stated as the showing of addresser's feeling when they delivered their messages to the addressee by using facial expression, intonations having attention focusing, and other expressive statements. *Conative* is also stated in those

advertisements that in some cases of findings, it is correlated to the emotive function because when we are talking about the emotive from addresser's emotion we also pay attention to the analysis of conative that is oriented toward addressee. The last is poetic that also in some cases is correlated to referential. It deals with the use of language beauty and the message of the language itself, for example in slogans. Slogans in the advertisements have some information to deliver, some messages to be conveyed that refers to something in meanings.

Phatic and metalingual functions are not found in this research. Phatic deals with the direct communication between participants, addresser and addressee. In this research, the videos are communicating to the viewer's indirectly, so we cannot see the phatic interaction in this case. While for the metalingual function itself, the data in the forms of verbal and non-verbal languages stated in those advertisements did not show the interaction between participants in checking the same code between them. Metalingual is very high analysis on the language of grammar.

Meanwhile, the purposes of those advertisements are to inform and to persuade the viewers about the importance of literacy. These videos by containing four functions of language by Jakobson's theory are trying to evoke and encourage people (in this case the viewers of those advertisements) to read continuously and keep the big attention of the importance of literacy. By reading a lot, it is hoped that people can have better life for better future.

There are still so many interesting topics that can be analyzed by other researchers such as analyzing the videos from other experts of language functions or they can observe other objects by using Jakobson's theory.

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