

Arabic Advertising on Food Products and Beverages: A Stylistic Analysis dan Semantic Field

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Article History	ABSTRACT
Received 06-06-2022 Accepted: 06-07-2022 Published: 06-08-2022	<p>Background: Many foods and beverage products are currently using Arabic as advertisements to promote product contents and explain how to present them in a contemporary language style to make it easier for consumers from across countries.</p> <p>Purpose: This study aims to (1) describe the process of forming Arabic vocabulary advertised on food and beverage products and (2) find out the meaning and style of Arabic used in food and beverage products.</p> <p>Method: This study applies a stylistic and semantic field approach to library research. Primary data was collected and identified through seven product advertisements serving food and beverages. Data were analyzed descriptively through the identification of vocabulary, analysis of the use of advertising language style, and variants of meaning.</p> <p>Results and Discussion: The results of this study indicate that there is a similarity in the use of imperative sentences in the manner of presenting products, the advertising language used to explain how to present food and beverage products always uses the style of <i>uslub al-Amr</i> (command word) to do something. In addition, the word forms used have ten different meanings according to the context of the sentence.</p> <p>Conclusions and Implications: The results of this study have implications for acquiring new Arabic vocabulary with contemporary advertising language styles, which can be done by studying product presentation instructions.</p>
Keywords:	<i>Arabic Advertising; Products; Stylistics; Semantic Field; Ilmu Dilalah;</i>
	ABSTRAK
	<p>Latar belakang: Banyak produk makanan dan minuman saat ini sudah menjadikan bahasa Arab sebagai iklan untuk mempromosikan isi produk dan menjelaskan tata cara penyajiannya dengan gaya bahasa kekinian untuk memudahkan para konsumen dari lintas negara.</p> <p>Tujuan: Penelitian ini bertujuan untuk (1) mendeskripsikan proses pembentukan kosakata bahasa Arab yang diiklankan pada produk makanan dan minuman, (2) mengetahui makna dan gaya bahasa Arab yang digunakan pada produk makanan dan minuman.</p> <p>Metode: Penelitian ini menerapkan penelitian perpustakaan dengan pendekatan stilistika dan semantic field. Data primer dikumpulkan dan diidentifikasi melalui iklan</p>

penyajian makanan dan minuman sebanyak 7 produk. Data dianalisis secara deskriptif melalui identifikasi kosakata, analisis penggunaan gaya bahasa iklan, dan varian makna.

Hasil dan Pembahasan: Penelitian ini menunjukkan bahwa adanya persamaan penggunaan kalimat perintah di dalam cara penyajian produk, bahasa periklanan yang digunakan untuk menjelaskan cara penyajian produk makanan dan minuman selalu menggunakan gaya bahasa uslub al-Amr (perintah) untuk melakukan sesuatu. Selain itu, bentuk kata yang digunakan memiliki sepuluh makna yang berbeda-beda, sesuai konteks kalimat.

Kesimpulan dan Implikasi: Hasil penelitian ini berimplikasi pada pemerolehan kosakata baru bahasa Arab dengan gaya bahasa iklan kekinian, dapat dilakukan dengan mempelajari petunjuk penyajian produk

Kata Kunci

Bahasa Arab Periklanan; Produk; Gaya Bahasa; Medan Makna; Ilmu Semantik Arab;



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INTRODUCTION

Advertising is a medium used to promote a product or service presented as a video or image so that the public is interested in the goods being promoted.[1] Advertising is made as attractive as possible; besides the image, language advertising should be written with a language good, use the phrase of persuasion, contain slogans, and be easy to understand.[2] The language of advertising contains various language styles and can produce different meanings for its readers.[3]

The fierce competition for food and beverage products requires the company to do various ways to develop and grow new ideas related to its products continuously.[4] So that their products remain in demand by consumers and can survive, competing in international markets. Currently, Indonesian food and beverage products have penetrated the markets of Middle Eastern countries, thus requiring that every product must use Arabic or English.[5], [6] This is because, in addition to the brand image that affects buyers, the taste and writing contained in the product also greatly affect the positive image of buyers.[7] a food and beverage product has a positive image among the consumer, the chances of purchasing a product are very high.[8] the language of advertising is very important in distributing its products to all.[9]

Arabic language advertising on food and beverage products continues to progress, characterized by the number of products that use advertising in Arabic. Including product names, product descriptions, country of manufacture, composition, cooking method, net, expiration period, recommendations, and halalness of products.[10], [11] The selection of the Arabic language is based on the assumption that the production will be read and is therefore considered valuable by Arabic users or people who understand the language. The existence of Arabic in the packaging of food products also relies on the undeniable recognition of a certain sociocultural environment in economic competition. Arabic product advertisements are quite interesting because they have a language style to explain important things in a product.[12]

The results of the author's identification of several product samples found that Arabic advertising has three variants; 1) fushah, 2) Pegon and 3) Arabic distilled.[13] The data above is an example of a food product that proves the existence of competition and improvement of the quality and quantity of the product.[14] Today's instant food and beverage industry is indeed competing with each other in attracting buyers.[15] One way for the product to compete in international markets is by changing the writing on the packaging that was originally in Indonesian, then

changing or added with information in Indonesian, Arabic, or English. The goal, of course, is to make it easier for buyers from other countries with different languages.[16]

From the description above, it is a guide as the purpose of the discussion of this article is to see the Arabic language in the product [17] instant food and drink in terms of semantics, dilalah, and uslub.[18] Previously, there has been a study almost similar to this research, namely research in the form of a thesis written by Jenifer. However, what distinguishes this study from previous studies is that this study discusses food and beverage products using dilalah and uslub analysis. In contrast, previous studies have examined food products, medicines, and cosmetics that use imperative politeness pragmatics.

So far, it is still rare to find research on Arabic listed in food and beverage products. In Indonesia, there are still rare products [19] food and beverages that are in Arabic in the way they are served. That is the challenge for the author to do the research. The reason for taking the Arabic product in the instructions for use section is because many word forms contain commands or prohibitions, which can be that each product packaging has a different pattern and verb shape. Therefore, with these backgrounds and problems, making Arabic advertising research using analysis dilalah and Stylistics becomes very interesting.

LITERATURE REVIEW

1. Language Advertisement

There have been two very different explanations for using foreign languages in advertising. One account proposes that consumers do not anticipate the use of foreign languages. Foreign languages are incongruent with consumers' schema of an advertisement. Because they have to process this information more deeply, an ad containing a foreign language will likely be better remembered. Peter revealed that advertising or advertising is the presentation of nonpersonal information about a brand, product, store, or company that is carried out for a certain fee.[20] Jenkins argues that advertising or advertising is an information medium arranged originally and has its characteristics in each product, which aims to attract the interest of the public or consumers. Thus, consumers are consciously and voluntarily encouraged to buy the product.[21]

According to the Indonesian dictionary, advertising means a notification to the public about services or goods being sold by placing them in the mass media (such as newspapers, the internet, and magazines) or other public places.[22], [23], [24] The definition above shows that the word advertisement is the language used by the media to promote a product and attract consumers' attention. Good advertising is advertising that not only understands that consumers are not buying the product, but they are buying the benefits of the product. More than that, effective advertising can get a positive response from consumers, get attention and always be remembered, and make consumers take action to buy the product. From the above opinions regarding advertising, it can be concluded that advertising is a medium used to promote a product and attract consumers' attention.[25], [26] A good ad is one that not only understands consumers who don't buy the product but they buy the profits from the product. More than that, effective advertising is an advertisement that can get a positive response from consumers, get attention and always be remembered, and make consumers buy the product.

2. Product

Harjanto revealed that products are tangible or intangible objects that people or consumers can purchase. Products can be offered to the market to be consumed, purchased, or used to meet or satisfy their needs. Kotler argues that a product can be offered to a market to be purchased, noticed, consumed, or used to satisfy consumers' wants and needs.[27], [28], [29] This

understanding means that the product is everything produced from an activity that can be traded and answer consumer desires. Kotler also stated several functions of the product, including the following:

a	The product may work better than expected.	Thus, this is what can be said with positive disconfirmation. It will add to the customer's sense of satisfaction if this happens.
b	The product can function as expected.	Thus, this is what is called simple confirmation. This is also very much needed by customers so as not to disappoint them and so that neutral feelings arise, and they want to buy again.
c	The product functions worse than expected.	This is called negative disconfirmation. This can result in consumers being disappointed because it does not match their expectations and can even cause consumers to leave and not be interested in the product.

3. Arabic Semantic

Arabic semantic has a meaning commensurate with the word "*dilalah*." This word then becomes a branch of linguistics that aims to study meaning. In its development, the science of *dilalah* has a division that includes two parts: *dilalah lafdziyyah* and *dilalah ghair lafdziyyah*.

- a. *Dilalah Lafziyyah*, or the designation in the form of expression, uses the argument to give clues to something in the form of expression, words, or sounds. That way, expressions, words, and sounds can point to certain intentions.[30], [31] Three things, namely, can know the appointment to a specific purpose:
 - 1) Every human being can know about nature through natural things with certain intentions. An example is "moaning." The moaning sound that someone utters or emits can indicate that the person is in a painful situation. With these groans, it is easier for everyone to know that the person is sick, even though they may never express directly that they are in pain. *Dilalah* like this is usually called *dilalah lafdziyyah thabi'iyah*.
 - 2) The point is to tell through his mind so that someone can know that the voice he hears can provide clues to certain intentions. For example, the sound of a neighbour's vehicle ringing indicates the shape of the vehicle. Unknowingly, the presence of these sounds makes the mind able to digest that they are the sounds of certain vehicles, even though they may not have seen them. *Dilalah* like this is called *dilalah lafdziyyah aqliyyah*.
 - 3) Terms that have been understood and used for certain purposes. For example, when we hear the sound of an animal roaring, we unconsciously know what the roar means, which is a cat. This happens because we already understand and use the expression a star that roars to give a term to a cat asking for food or fighting with his friends. Appointments like this are called *dilalah wadh'iyyah*.
- b. *Dilalah Ghairu Lafdziyyah*. This *dilalah* is the opposite of the *lafdziyyah dilalah*. If previously it was a designation in the form of expression, this *dilalah* is a designation that is not an Expression. The two *dilalah* are usually discussed in the science of mantiq (logic). Broadly speaking, *dilalah* is divided into two types, namely *manthbuq dilalah* and *mafhum dilalah*. *Dilalah manthbuq* is the meaning born from the expressions in the word. Whereas *dilalah mafhum* is an indication of an expression whose meaning is not mentioned by the expression, but the meaning is implied in it.

4. Stylistics and Uslub

Language style in Arabic terminology is known as "Uslub" This word means peeling or seizing.[32] This means that uslub is a branch of knowledge related to the method used by a writer in expressing his ideas or ideas in a certain way so that they have a variety of meanings. Uslub in English has a style meaning that comes from Latin, namely stylus, which means bird feathers. After that, majas, and uslub switched understandings related to style or way of writing, then often used for expressions of language and literary use. Stylistics in Arabic is uslub. Uslub is derived from salaba, yaslubu, salban, which means seizing, and peeling Zarqani say that stylistics, according to the term, is the way of speaking taken by the author in composing a sentence and choosing pronunciations. Thus, stylistics is how the author compiles the pronunciations to express the purpose and meaning of the sentence. Stylistics in the Indonesian language is called the language style, namely the use of language by someone writer in the story or writing. Similarly, it can be defined as a typical way of expressing thoughts and feelings in written or oral form. Uslub can also be interpreted as a method of speaking and expressing the meaning intended by the reader by choosing the right words, beautiful to hear, polite, straightforward, dense, and meaningful.

METHOD

This study uses a type of library research (research library), a series of activities using library data collection methods to obtain conclusions or answers to the object of study—the Source of data obtained by documentation techniques on seven food products.[33], [34] Data analysis techniques were carried out by describing the Arabic language used in food advertisements and then analyzing aspects of vocabulary, language style, and fields of meaning at the presentation stage.

RESULT AND DISCUSSION

The following is a table of products of food and beverages that are used as research samples to be viewed and then analyzed in terms of dilalah and uslub used in these products:

Product 1: إندومي



طريقة التحضير:

١. إفراغ الشعيرية في ٤٥٠-٤٠٠ مل من الماء المغلي مع التحريك ببطء لمدة ٣ دقائق.
٢. إخلط كل التوابل (حسب المذاق) في وعاء أثناء طبخ الشعيرية.
٣. أضف الشعيرية والماء إلى وعاء مع الخلط جيدا.
٤. الشعيرية اللذيذة جاهزة الآن للأكل.

How to Cook:

1. Put the noodles in 400-450 ml of boiling water, then stir gently for 3 minutes.
2. Mix all the spices (to taste) into a bowl while waiting for the noodles to cook.
3. Pour the noodles and gravy into a bowl containing spices, then mix well.
4. Delicious noodles are ready to serve.

The above product uses verbal-type sentences as instructions on how to use it. Can be seen from each step containing a verb at the beginning of the sentence. In the instructions for use above, four words contain the meaning of command or imperative. The four verbs are: enter, mix, pour, and stir.

Table 1. Verbs in Indomie Packaging

N	Verb	Verb	Origin of the Word
1.	Put into	إفراغ	أفرغ - يفرغ (pouring/spilling)
2.	Combine	إخلط	إخلط - يخلط (mix)
3.	Pour	إضف	أضاف - يضيف (adding/pouring)
4.	Stir	الخلط	خَلاط (mixture/mixer)

The four verbs have the meaning of commands, commonly referred to as imperative verbs. The imperative verb in Arabic is called (fi'il amr), which demands that someone do something to the intended person. In the four words above, it is included in fi'il amr which is often used in everyday life.

Product 2: Haboba



طريقة عمل الكيكة الاسفنجية:

الاسفنجية: كوب و نصف من الدقيق-جمس بيضات-ثلاثة أرباع الكوب من السكر-ملعقة صغيرة من الفانيليا-ملعقة كبيرة من البيكنج بةدر.

الطريقة:

١. يخلط البيكنج نودرو الدقيق والملح مع بعض و اتركهم جامبا
٢. تضرب الزبدة مع السكر الى ان يصبح قوامها كريبي لمدة خمس دقائق.
٣. يضاف البيض واحدة تلو الاخرى ويخفق جيدا بعد كل بيضه.
٤. تخفض شرعة الخفق إلى النصف ثم يضاف الدقيق بالتناوب مع الحليب وتخفق من دقيقة إلى دقيقتين.
٥. هكذا يكون شكل الخليط النهائي يجب ان يكون شقيلًا وتضع الخليط في صنيتين وادخلهما الفرن الى ان تستوي اة ندخل عواد بالوسط ويخرج نظيفا ثم تبرد بشكل نهائي و كامل قبل ان تزين.

How to make sponge cake:

Prepare one and a half cups of wheat flour, five eggs, three and a quarter cup of sugar, a spoonful of vanilla, and a tablespoon of baking powder. Steps to create it:

1. Combine baking powder, wheat flour, and salt, then let it rest first
2. Combine butter and sugar for five minutes using KSer noodles until it forms a cream.
3. After that, put the eggs one after the other and beat/mixer until all are well mixed.
4. Reduce the speed of the mixer to one, then tam the flour and milk slowly, little by little, and beat for 1 or 2 minutes.
5. After that, divide the dough into two equal places, place it in the oven until cooked, then cool it before giving the cream.

This second product uses the same verbal sentence pattern as the first product. This can be seen from the presentation that uses the word command. In this way of presentation, there are four verbs in the form of commands: mix, enter, subtract, and put.

Table 2. Verbs in Haboba Packaging

No.	Verb	Verb	Origin of the Word
1.	Combine	يخلط	خلط-يخلط (mixing)
2.	Put into	يضاف	أضاف-يضيف (add/include)
3.	Reduce	تخفض	خفض-يخفض (subtract/lower)
4.	Put	تضع	وضع-يضع (put/place)

The four words are referred to in (*fi'il amr*) or the word command. It is not too much different from the command word in the first product. It's just that there are differences in the use of the word "enter" contained in the packaging of the first product and the packaging of the second product. The first product uses the word (إفراغ) for the meaning of input, while the second product uses the word (يضاف) for the meaning of entering.

Product 3: Growth Formula for Pregnant Woman



لتحضير كوب من جروث فورميلا للحوامل:

يتم إضافة ١ كيس جروث فورميلا للحوامل الى ١٠٠ مللي من الماء او مشروبك المفضل ويتم التقليب جيدا بل استخدام ملعقة او الخلاط الكهربائي حتى تمام الدوبان. ويمكن اضافة عسل أو سكر أو فاكهة حسب الرغبة. وينصح نتناول كوب جروث فورميلا للحوامل مرتين يوميا بعد الوجبات. مالم يصف الطبيب غير ذلك. ويتم تناوله فور التحضير. لتحقيق أفضل النتائج ينصح باستخدام جروث فورميلا للحوامل يميا لمدة من شهر الى ثلاث شهور على الاقل.

How to make a cup of formula for pregnant women:

Add one sachet of formula for pregnant women to 100 ml of water or your favorite drink. Mix well using a spoon or the like until completely mixed. If you want, you can add honey, sugar, or fruit as desired. For pregnant women, it is highly recommended to drink a cup every two times a day after meals unless the doctor gives other recommendations or conditions. Taking the formula for pregnant women every day or for at least one to three months is advisable to get good benefits. The third product is a formula drink for pregnant women; this product also uses verbal sentences. Two words are included in the command or imperative: add and stir.

Tabel 3. Verbs in the Packaging Growth Formula for Pregnant Woman

No.	Verb	Verb	Origin of the Word
1.	Combine	يخلط	خلط-يخلط (mixing)
2.	Put into	يضاف	أضاف-يضيف (add/include)
3.	Reduce	تخفيض	خفض-يخفض (subtract/lower)
4.	Put	تضع	وضع-يضع (put/place)

Although it can be seen that only two words are verbs or command words, actually, in how it is presented, contextually and as a whole, there is a sentence that requires someone to do something or a command sentence.

Product 4: Pure Minced mutton



طريقة التحضير:

١. وضع الزيت والبصل المقطع مكعبات في المقلاة وعندما يصبح ذهبيا نضيف اللحم فوقه.

٢. تقليب الخليط وإضافة الفلفل والملح.
٣. إضافة الطماطم والصلصة وتركه على نار هادئة حتى ينضج.
٤. وضع المكرونة المسلوقة مع الخليط.

How to Cook:

1. Put the diced oil and onion in the pan. Sauté until golden, then add the meat.
2. Stir evenly, then add pepper and salt to taste.
3. Add the tomato slices and sauce, then cook over low heat until wilted/soft.
4. Put the pre-boiled pasta in the mixture. Food is ready to be served.

This fourth product is a food product, where there is also a verb (verb) in the way it is presented. It can be seen that at the beginning of each step, always use the command word. In this way of presenting products, there are three command words: enter, stir, and add.

Table 4. Verbs in Pure Minced Mutton Packaging

No.	Verb	Verb	Origin of the Word
1.	Put into	يضاف	أضاف-يضيف (add/include)
2.	Reduce	تخفض	خفف-يخفف (subtract/lower)
3.	Put	تضع	وضع-يضع (put/place)

From the table, it can be said that this fourth product is not much different from the previous product. Every sentence, in the way it is presented, always uses the word command. The words used are not much different from those used in the previous product.

Product 5: Shawarma



طريقة التحضير:

١. إقلي ستريس الدجاج في الزيت حتى يصبح حامي.
٢. إحشي الخبز بالدجاج ثم أضيفي جميع الخضروات.
٣. أخطي جميع مكونات الصوص وأضيفيها داخل الساندوتش.

How to cook:

1. Fry the chicken in hot oil until cooked. Drain.

2. Fill the bread with chicken, then add vegetables.
3. Combine all the ingredients, like sauce, and add SandWIch to it. The bread is ready to be served.

This fifth product is a typical Turkish food called shawarma. If you look at the way of presentation listed above, this product also uses verbal sentences that are used as instructions in its use or presentation. In the way it is presented, three verbs contain the meaning of the command, namely the word: fry, add, and mix.

Table 5. Verbs in Shawarma Packaging

No.	Verb	Verb	Origin of the Word
1.	Fry	إقلى	قلى-يقلى (frying)
2.	Add	أضيفي	أضاف-يضيف (add/include)
3.	Combine	أخلطي	خلط-يخلط (mix)

From the table, it can be seen that it turns out that this fifth food product still uses verbal sentences as a way of presentation. Although the three words have different arrangements or additions of letters, they have the same meaning as the previous word.

CONCLUSION AND IMPLICATIONS

Advertising is a text in which a whole sentence has a certain meaning. In this modern era, advertising is not only in the form of announcements or writings in the mass media. More specifically, product packaging is an advertisement that has a direct effect on a particular target. The use and selection of the correct words and attractive product packaging also play an important role in the product. An example of a product's components is the presentation or instructions for using the product. In a wide variety of products, instructions for use are mostly command sentences that can be marked by the presence of objects or words that use a command word.

Based on the results of research and data analysis that has been carried out, a conclusion can be drawn, namely that 24 verbs contain the meaning of commands in 5 food and beverage products. Of the 24 words that contained the meaning of the command, there were 11 types of words that differed in terms of form and meaning. The word is the word "enter," which is repeated three times, the word "mix," which is repeated three times; the word "pour," which is repeated three times; the word "stir" is repeated four times; the word "reduce" is mentioned one time, the word "put" is mentioned one time, the word "add" is repeated five times, the word "fry," "wait," "prepare," and "let it go" is mentioned one time.

In the product described above, the way it is presented is included in the imperative verb, namely the command word. The word command referred to here is a command word that does not take long to present. The imperative verb can also be seen in the many *fi'il amr* contained in the food product. This imperative verb is used as a direct clue to consumers about how to present the product so that consumers do not fail to understand and be confused when using a product. Thus, it can also be concluded that the analysis that has been carried out proves the presence of the word command in serving food and beverage products.

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