

Research Article

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**“Senyum Cemerlang, Senyum Pepsodent”
A Diachronic Analysis of Language Forms in Pepsodent’s Television
Advertisements During Four Decades**

Almira Fidela Artha; Fina Syahadatina; Okta Enggiana Pradevi

Universitas Airlangga, Surabaya, Indonesia

airafidel@gmail.com; finasyahadatina77@gmail.com; enggianadevi@gmail.com

Abstract

An advertising always presents messages and invitations either in verbal or non-verbal form which represents a product and also reflects the benefits that is offered to the consumers at the same time. It also happens in a television advertisement of toothpaste that is quite popular in Indonesia, named Pepsodent. One of the interesting points in this advertisement is the language changes which occur in every decade (ten years) along with the development of Indonesian society. The data taken are diachronic data started in the 1980s until 2010s by choosing one advertisement for each decade which is considered popular enough in the society. This study analyzes four advertisements that represent four decades to prove that in performing its functions, an advertisement always pays attention to the development of a society as the dominant factor. The results of this study indicate that from sociopragmatics viewpoint, the language used in an advertisement, especially Pepsodent’s television advertisement changes in the range of ten years along with the development of the society. Those advertisements show the changes in the meaning and the differences in language selection in each decade which is influenced by the development of the society.

Iklan selalu menghadirkan pesan serta ajakan dalam bentuk verbal maupun non-verbal yang merupakan representasi sebuah produk dan juga merefleksikan manfaat yang ditawarkan pada saat yang bersamaan. Begitu pula yang terdapat dalam iklan televisi pasta gigi yang cukup populer di masyarakat yaitu Pepsodent. Salah satu hal menarik pada iklan ini adalah perubahan bahasa yang terjadi dalam setiap dekade (sepuluh tahun) seiring dengan berkembangnya masyarakat. Data yang diambil adalah data diakronik mulai tahun 1980an sampai 2010an dengan menggunakan satu iklan yang dianggap cukup populer bagi masyarakat dalam masing-masing dekade. Penelitian ini menggunakan empat iklan yang mewakili empat dekade untuk membuktikan bahwa dalam menjalankan fungsinya, suatu iklan selalu melihat perkembangan masyarakat sebagai kunci dominan. Hasil penelitian ini menunjukkan bahwa dengan kajian sosiopragmatik, bahasa yang digunakan dalam iklan khususnya iklan televisi pasta gigi Pepsodent mengalami perubahan dengan jarak atau rentang waktu persepuluh tahun seiring dengan perkembangan masyarakat. Berdasarkan sudut pandang sosiopragmatik, iklan-iklan tersebut menunjukkan terjadinya perubahan makna serta perbedaan pemilihan bahasa pada tiap dekade yang dipengaruhi oleh perkembangan masyarakat.

Keywords: *Sociopragmatics, advertisement, Pepsodent, diachronic analysis*

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1. INTRODUCTION

Advertising is a mass communication tool that is used by companies through mass media both printed and electronic. Advertisement is also defined as a tool to convey a message that offers a specific product which is addressed to the society through mass media (Kasali, 2007). Therefore, it can be concluded that in general, the purpose of advertising is used as a tool to attract consumers to use a product from a particular company. It is done in order to increase the sales of its product. More than just a merely marketing purpose, if it is studied deeply, advertising actually has a specific purpose such as informing, persuading, and reminding (Shimp, 2003). Those are rarely known by the general society, whereas its important goal is creating long lasting effect and embedded in the minds of the people because it has an ideology disguised through the language and the sentence structure used inside it. Shimp (2003) explains that informing means that this advertising is not only used to deliver something but also aims to introduce the brand of a particular product in order to be used widely by the society. Persuading means advertising is intended to influence the society to use the product, while reminding means that advertising also has a function to constantly remind the society to a product of a particular brand.

There are many advertisements displayed in various media, but television advertisement is regarded as the most effective media to attract the public attention because it contains three essential elements to convey all the advertisement purposes, those are narration, audio, and visual (Kasali, 2007). With these elements, advertisement on television is able to present verbal and non-verbal message so that it can be the representation of a product and also reflects the benefits that are offered at the same time. Television advertisement becomes a perfect tool to embed an image of the product through the choice of words that is deliberately and cautiously chosen by a certain company to achieve its goals.

Related to the specific purpose stated by Shimps (2003), to achieve the specific purpose of the advertisement, it is not only made as attractive as possible to the consumers, but it is also customized to the society condition where the advertisement is launched. This society condition, whether they are well educated or not or in a good economic condition or not. It will be the important reason to consider the actual purpose of the advertisement to instill a mindset or trust worthiness of a particular product so that it will continue embedded even unnoticed by the society. Naturally, the consumers will be tied all the time with a product by the lexemes chosen or language used in the advertisement that continually adapts to social development.

One of the examples of television advertisements which is interesting to be discussed is Pepsodent toothpaste advertisement. Judging from the development, Pepsodent is a product that has long been active in Indonesia started from 1930 and becoming the market leader of toothpaste product until today (Unilever, 2013). Based on the survey conducted by Jakpat to 2160 respondents across Indonesia, it stated that Pepsodent became the most used brand by 71.06%, (Jakpat, 2014). As a product that has been established and lasted for 86 years, of course the company has a special way to maintain its existence.

This study was designed to determine the wordplay and development of Pepsodent advertisements started from the 1980s to the current decade, the 2010s. By analyzing and examining the lexemes used during four decades counted until today, the advertisements' function for informing, persuading and reminding from time to time can be clearly seen. In addition, this study can be very useful information for the society or future researchers because it does not only explain the development of an advertisement in each decade, but it might also be the historical evidence of the development in a civilization especially in Indonesia from the decade of the 1980s until now in 2010s decade. Other important benefit is the proof that the language in the advertisement is deliberately chosen and arranged in such a way to achieve the interests of the company and instill a belief that last for all the time.

Advertisement becomes a very interesting object to be studied through Sociopragmatics approach because there is a two-way communication between the producers and the consumers. Language and lexemes that are used are not merely about the utterances, but also its applications seen from speech act theory that will affect the interlocutors, consciously or not. However, speech acts are always identified with the direct speech acts, therefore, there are only few studies looking at advertisement as a dualism communication that can be analyzed through the theory of speech acts as a blade of the research. One of the examples is the research conducted by Simon & Curtis (2014). Simon & Curtis (2014) identified and classified advertisement based on the speech acts theory. The results of their studies only show the particular languages or lexemes in certain advertisements which belong to the kind of speech acts. Different from the previous studies, this study does not only identify lexemes in advertisement, but also illustrates the differences and developments of lexemes in advertisements from decade to decade.

Diachronic speech acts analysis is usually used to trace one particular speech acts through the history. Jucker and Taavitsainen (2000) believe that literary text seems to reflect generic conventions during the certain time span in the culture of a society. Related to this argument, it is very possible to conduct a diachronic speech acts analysis in the advertisement to figure out the pattern of language as a trace of the history. In this perspective, illocutionary and perlocutionary act are always attached behind the text. This study aims to reveal how illocutionary act and perlocutionary act were attached in the utterances of the advertisement diachronically.

The languages of advertisement have been conducted by many scholars, such as metaphor and rhetoric devices (Phillips & McQuarrie, 2004), presupposition (Yingfang, 2007), relevancy (Mulken, et.al, 2004) and many others. Nevertheless, figuring out the Speech Acts diachronically in advertisement is still rarely conducted. Kochetova and Tsynkerman (2015) figure out the persuasive and informative functions in Russian advertisement discourse of the late nineteenth century. This research reveals the pattern of persuasive and informative Speech Acts in this century using newspaper advertisement corpora and they found that many high frequent phrases indicate those two functions. The idea of this research is the same with the current research but the previous research conducted in synchronic research, while this research is conducted in diachronic research. The other example is a research conducted by Stroevea (2013) which figures out the Pragmatics features of the texts in classifying the advertisement in Russian and English languages. Those previous researches stressed to the socio-cultural phenomena in Russian and English advertisement during the late 20 until early 21 century. This research is the only study which elaborates Speech Acts in the advertisement diachronically. However, in this research, the diachronic is not over a century but over four decades.

2. RESEARCH METHODS

The data which are analyzed are diachronic data. This kind of data examines the development of a language that occurs in Pepsodent's television advertisements with the time span within ten years or a decade. Each decade is represented by an advertisement that is quite popular among the society. The fourth data were taken from Youtube.com, then a video with the highest viewers in each decade was selected. The first data, indeed the Pepsodent's advertisement in 80's was downloaded from <https://www.youtube.com/watch?v=oRBuwTrjJbo>. The second data or the Pepsodent's advertisement in 90s decade were freely downloaded from <https://www.youtube.com/watch?v=jtbfLSVYEIs>. The third sample data was taken from <https://www.youtube.com/watch?v=bq6tKJyRc9s> and the last data of the Pepsodent's Television Advertisement in the 2010s decade was freely accessed in <https://www.youtube.com/watch?v=773Zn-D38Og>.

From those advertisements, it is expected that there will be the interesting findings that could indicate a lexeme changing based on sociopragmatics point of view. The problems that must be solved in this research is to reveal the lexeme differences in Pepsodent's television advertisements in each decade during four decades and analyzing it using speech acts theory. The reason why the researchers using sociopragmatics approach is because it is an approach that

emphasizes the study of language use in certain social conditions. Leech (1983:23) formulates sociopragmatics as an approach which dealing with the sociology and language pattern. Sociopragmatics approach in this research will produce the description of how the changing of language pattern and its selection are always related to the social conditions of the society, and this is reflected in Pepsodent's television advertisements over the time span of four decades.

Related to the speech acts theory that reflects the language pattern based on the lexeme during four decades, Searle (1969:16) stated there are three types of actions that can be realized by a speaker, that are locutionary act, illocutionary act, and perlocutionary act.

Locutionary act is the act of saying something with words and the meaning of a sentence is based on the dictionary and in accordance with the syntactic rules. For example, the sentence "Rabbits are mammals" and "Surabaya is the capital city of East Java which located in the northern part of Java Island". The sentences above are spoken solely to inform something without any tendency to do something. Illocutionary act is the act that has the purpose and function or the power. For example, the sentence "Beware of the dog", the analysis of the sentence which usually placed in front of the gate or on the doors of some houses is, it does not only convey information about the presence of the dog in the house but the meaning is giving the caution to the readers to be careful. Moreover, if the reader is a thief, the interpretation is used to scare. While the speech acts that intended to influence the hearers is called perlocutionary act. For example in the utterance "What a nice report card!" the analysis can mean a compliment or a mockery. It is true a compliment if indeed the scores are great, and it becomes mockery if the grade is not good. In terms of perlocutionary act, the compliment will make the interlocutor says thank you or if it is mockery, the interlocutor will be sad.

Language is ambiguous, it means in every language use there is no definite meaning or a really clear meaning (Jones, 2012). Likewise in the language of advertisement, these Pepsodent's television advertisements are the mechanism of vast and infinite meaning. Therefore, in order to analyze these Pepsodent advertisements, the theory of speech acts which is employed in this research are illocutionary and perlocutionary acts. The research conducted by applying the lexemes which indicated the use of illocution and perlocution. It is expected that the changing of the language pattern in the advertisement related to the society condition can be revealed.

3. FINDING AND DISCUSSION

3.1 Speech Acts of Pepsodent's Advertisement in the 1980s Decade

In this 1980s decade, Pepsodent advertisement utilized the narrator as the central of information, the narrator had the most prominent role in convincing, delivering, informing and succeeding this advertisement. As a television advertisement, this advertisement absolutely had an actor to visualize the product. Nevertheless, in this decade, the actors were muted. Instead of an actor, the utterances of narrator played the dominant role to gather the information and the actor only used as the additional player. The actor in this decade acted without any interaction with the other actors.

As a central of information, in the first scene, the narrator narrated and informed the surrounding time, place, and situation. The narrator described the condition that there was a young man, namely Joko, he is energetic. Someday he wins a race and has been interviewed by many reporters. This evidence was taken from the narration's utterances: "*Hari ini hari besar bagi Joko, dia telah menjuarai lomba sepeda motor. Ia akan diwawancarai para wartawan.*" (Today is a wonderful day for Joko, he won the race. He will be interviewed by many reporters). When this narration was uttered, the actor was represented by a young man with a happy smiley face along with his family at home preparing his outfit. These narrations were not only the compilation of the utterances, but there was an act behind it. The narrator did not only utter the situational condition by introducing Joko as an actor or the role model to sale the product, the narrator wanted to inform the target market. There are three fundamental words have been underlined, those are (1) Joko, (2) race, and (3) reporter. These three components give an insight of the target market of this advertisement.

First, the appearance of Joko as the proper name implies something. This proper name, Joko, is an Indonesian identical name. Joko means “young and unmarried”. The use of proper name, Joko, surely indexes the target market. This product is produced by utilizing the proper name “Joko”, as the representation of Indonesian name. The used of proper name, Joko, is stressed as the representation of Indonesian society.

The second word is race, specifically motorcycle race. Okamoto and Sjöholm (1999) argue that the automotive industry in Indonesia was targeted to receive active government support since 1960s, but the industry's growth did not accelerate until the 1980s. Related to this fact, this advertisement published in the late 1980. According to this development, it can be concluded that motorcycle is a tertiary things, motorcycle is a luxury needs. However, Joko won the motorcycle race which means he had it, he rode it. Therefore, this product is not only for general society of Indonesia but specifically targeted for the upper class society (because they had motorcycle).

The third word is the reporter. The present of reporter here was used to stress the position of this product as the upper class product. The analogy of the reporter is someone who always reports the phenomena. The phenomenon was Joko who won the motorcycle race, so that if you are the champion, you deserve to be reported by the reporter.

The next narration is “*Joko juga ingat tanpa gosok gigi dengan Pepsodent kita tidak akan dapat memiliki senyum Pepsodent yang begitu cemerlang*” (Joko is also remember without brushing his teeth with Pepsodent, he will not be able to have the Pepsodent’s bright smile). This sentence introduces the product name, Pepsodent. Pepsodent is a brand of toothpaste which helps brightening Joko’s smile (representation of Indonesia). The word “we” implied the hidden act, the advertiser wanted to generalize the society as “we”, they wanted to include all the elements of the society as Joko, who used Pepsodent. Moreover, in this era, Pepsodent’s advertisement focused on the aesthetic requirement, this product would help to beautify the societies’ smile, to be bright and shiny.

The word “Pepsodent” were repeated twice. The first word was "with Pepsodent", the word Pepsodent was used as an adverb; and the second word, “Pepsodent smile”, the word Pepsodent was used as an adjective. This word “Pepsodent” is stressed as the highlight. As in the human interactions, smile is an important component and this product can help to beautify the smile.

An advertising language certainly has a specific purpose, rather than only informing and influencing, advertising has a role for reminding. In this case, Pepsodent advertisement, there were utterances that supposed to remind the societies to its brand. In this case, the narrator said, “*Sebab hanya Pepsodent yang mengandung urlium. Ingat sesuatu lapisan buruk tempat kuman berbahaya selalu terbentuk pada gigi. Pepsodent dengan urlium menghilangkan lapisan itu membuat gigi lebih putih, lebih sehat, lebih cemerlang. Bayangkan potret Joko akan dimuat di koran*”. (Because only Pepsodent which contains urlium. Remember, a harmful layer, a place of dangerous germs are always developed in the teeth. Pepsodent with urlium removes the harmful layer and makes the teeth whiter, healthier, and brighter. We can imagine Joko’s photo will be published in the newspaper). These utterances are more than information, these utterances used as an act to remind the high quality of the product. The narrator in this advertisement makes an overview that Pepsodent is a great brand, Pepsodent is qualified toothpaste, Pepsodent helps brighter smile, and etcetera. The evidence is the word “urlium” that was stressed twice. This urlium is not only stressed as the substance of the product but this “urlium” hints that Pepsodent is a scientific product, this product is reliable, this product is clinically tested. The narrator wants to influence people's views about the scientific and reliable product namely Pepsodent, the narrator tries to invite the society to use Pepsodent since Pepsodent is a clinically proven product, free from the germs, and makes our teeth more beautiful and brighter. The aesthetic value such as whiter, healthier, and brighter were used by the narrator as the weapon to attract the public attention, especially Indonesian society.

3.2 Speech Acts of Pepsodent’s Advertisement in 90s Decade

Slightly different from the Pepsodent advertisement in 80s, Pepsodent advertisement in the 90s did not use the narrator to inform the product, this advertisement used dualistic actor

interactions. Joko was no longer the actor of this advertisement, this 90s advertisement used the interaction of the doctor, the grandfather, and the grandchildren. The doctor said, "*Waaah senyumnya cemerlang sekali*" (Wow, the smile is so bright), then the grandchildren said, "*Karena kita pakai Pepsodent, iya kek?*" (It is because Pepsodent, isn't it? [refer to his grandfather]), then the grandfather answered, "*Iyaa. Sudah puluhan tahun*" (Of course. For the decades). This interaction pattern did not only give people information that Pepsodent is a good product but also conveys the importance of using this product. First reason is according the doctor and the son, Pepsodent helps to beautify the smile, Pepsodent gives us brighter smile. The word "brighter" stressed to the teeth, Pepsodent helps the societies to show off their brighter teeth. The second reason is Pepsodent is regarded as the reliable product since the grandfather used it for many years, or been decades since his era. These two reasons stressed the act of this advertisement to not only introduce the product, but also begin to emphasize the importance of this product.

If in the 80s the word "urlium" became a stressed lexeme to demonstrate the quality of the product, in 90s, it was replaced by "Doctor". Pepsodent's advertisement is likely to express the quality of the product in the different way. It is shifted from the specific scientific term (urlium) to the health practitioner (doctor). This visualization cannot be described as the literal phenomenon, the present of the doctor is not only seen as an act related to Pepsodent and the doctor, and then stop in that point. This is a part of the hidden act created by the advertiser. The advertiser once again wanted to stress the quality of Pepsodent, so that the presence of the doctor in this advertisement as health expertise was believed as a great weapon to knock down the societies in order to use Pepsodent.

In this advertisement, the doctor said, "*Waaah senyumnya cemerlang sekali*" (Wow, the smile is so bright). Interestingly, this brighter smile also appeared in Pepsodent advertisement in the 80s. The repeated word across the decade suggested the slogan pattern of this product as the product which able to make brighter teeth. The appearance of this slogan that is used for two decades were not randomly expressed. This slogan acted as the product reminder. The advertiser did not only inform about Pepsodent, but they reminded the societies related to this product, so that this slogan was the typical words used for about twenty years or two decades. The second utterances are the explanation of the doctor who said, "*Keluarga anda perlu Pepsodent yang memberi perlindungan ganda yaitu calcium dan flouride agargigi lebih kuat.*" (Your family needs Pepsodent to give the double protection, these are calcium and fluoride to keep the teeth stronger). There are the three interactive lexemes which indicate non-literal act.

First is "Keluarga" (Families), this interaction indicated the target market of this product, the smallest part of the society, namely family. Interestingly, Pepsodent did not state the buyer as the general societies but they stated them as family. Families are the small group of activity, but started from here, the larger activities will happen. In this advertisement, they wanted to stress the use of Pepsodent as the habitual process of the small element of societies namely family. They wanted all the members of the families used Pepsodent as the best toothpaste choice. This is a good weapon since they shot the family as the object and all the elements of the societies as the target market as well.

The second interaction lexemes were "calcium" and "fluoride" as the scientific substances, it were stressed after the doctor. The appearance of doctor was not enough in this advertisement, so they presented calcium and fluoride to stress the scientificity of this product. Interestingly, if in the 80s, the scientific product was "uranium," in this era it was changed into "calcium" and "fluoride". This phenomenon stressed that this product is not static, they develop and innovate something new. They want to help the societies realize the importance of this reliable Pepsodent's components.

The third lexeme was "stronger". There was an additional adjective to represent Pepsodent. The first utterance they used was "brighter" and in this second utterance, they added the word "stronger". They wanted to convince the multiple benefits of their product, they wanted to construct the societies that there were many advantages they can get by using Pepsodent.

The real purpose of Pepsodent advertisement in the 90s was the same as the previous era, it was to invite and influence the people to use Pepsodent. The difference was the way they

communicate it. In the 80s, their target market was the upper class society, but in the 90s there was the lexeme "families", "every families" suggested the different target market. In this 90s, the target market constructed from the smallest societies element, those are the family. Family was the popular keywords in the 90s, even in the movies, the atmosphere in this era was also stressed the family as the starter of habitual action. There are many movies under the gender of family appeared in this era such as "*Keluarga Cemara*" and "*Si Doel Anak Sekolah*". In the 90s, the development of technologies spread widely. Television is used for all social class societies. At that time, as the media is used to draw the society's intention: television with the highly appearance of new Indonesia's television stations, radio and absolutely printed media are usually used to convey persuasive message (Istanto, 1999). In accordance with this condition, since Pepsodent are developed as special need for all elements, the usage of families to visualize the target market is important. The concerned in the 90s was also different with the 80s. In the 80s the Pepsodent concerned as aesthetics element to bright the smile, but in the 90s, it changed not only for aesthetic but also for health, to stronger the teeth.

3.3 Speech Acts of Pepsodent's Television Advertisement in the 2000s decade

The actor in the Pepsodent advertisement in the 80s was Joko, in the 90s was the doctor, the grandfather and the grandchildren, and in this 20s decade there were two elementary school's students with doughnut animation. The advertiser used causal interaction that explained that doughnut could be harmful for the children, the narrator said, "*Setiap yang ia makan, makanannya bisa gigit balik membuat giginya berlubang*" (All the food he ate, the food can rebite him, and cause his teeth cavities). The word "ia" (he) pointed out to the elementary child and the position of "ia" (he) was important to place the child as the preventive object or as the object for the parental guidance. In this era, the advertiser did not inform their products directly but they positioning themselves as an advisor, they give an information about the harmful food and they want to gain the parental awareness related to their children's food. The advertisers wanted to knock down the audience (community) in order to realize to prevent the cavities using Pepsodent as the better choice. According to these utterances, the advertiser did not only act to inform the harmful food in the children, but they want to influence the families to use this product regularly since it was a preventive action, the action needed to be done regularly and in a long term.

Pepsodent advertisements in this decade appeared several times. Nevertheless, it still can be generalized. In this era, the theme that mostly occurs was about monsters or animated theme. Given to this phenomenon, this advertisement was not only used as a preventive tool for parents, but also to attract the attention of the children to remind them the danger of forgetting to brush their teeth after eating. While in the previous decade, the advertiser influenced the societies by giving an information, then in this era, the advertiser invited the public, the moms and dads, the sons and daughters or all the family members to use Pepsodent as their daily need.

The next sentence was, "*Dengan Pepsodent perlindungan dua belas jam, gigi tidak hanya kuat tapi juga terlindung dari serangan makanan. Pepsodent! gigi kuat makanan lewat*". (With the twelve hours Pepsodent protection, the teeth are not only strong but also protected from food attack. Pepsodent! strong teeth, no worries food). This sentence was in the form of declarative sentences, they gave the information about the Pepsodent's power. Nevertheless, these sentences actually had a function as a persuasive sentences which used to influence the public to use Pepsodent. The word Pepsodent appeared twice to strengthen the product, then there were also reduplicate from the word families such as protection and protect, and the repetition of the word strong to underline the aim of this product.

Interestingly, while in the 1980s and the 1990s, the brighter smile was the slogan pattern, in this 2000s era there was no single word related to the "brighter smile" but they replaced it using the word "strong". This was the evidence of the shifted aim. Smile is related to social interaction, it is related to something you want to show off, but strong relate to health, or something we need to protect. Thus in this era, the aim of Pepsodent's television advertisement was not only used to influence the consumers since they have done it for the several decades before. According to this

advertisement, Pepsodent was positioning itself as the close partner for all the elements of families as their teeth health needed to be protected.

3.4 Speech Acts of Pepsodent's Television Advertisement in the 2010s decade

The speech acts in this 2010 was interesting. The community depicted in this advertisement was the students in an elementary school. This advertisement was actually a compilation of elementary school students' opinions related to the teeth health and the advertisement compiled such stories as a marketing tool. Starting from the student A words: "*Ayah bilang giginya nggak ada lubangnya*" (Dad said there are no hole in his teeth), and then followed by the student B, "*Kata bu guru awalnya lubang kecil tak terlihat*" (My teacher said in the beginning it is just a small invisible hole), student C said "*Lihat! Kalau dibiarkan bisa menjadi besar terus sakit*" (Look! If it is continued, it can be bigger and causes a great pain). student D: "Aarrghhh", student E: "*Aku nggak mau ayah sakit gigi*", (I do not want Dad to have a toothache), student C: "*Gimana caranya ya?*" (How to prevent it?).

Those opinions were not just ordinary opinions but these are the part of marketing strategies to influence the societies to use this product. These students' opinions actually a narrative created by the advertiser who said, "When their father told them that his teeth is healthy but actually there is an invisible hole and it can grow bigger and bigger", and these innocent students say "How to prevent it?" after that the narrator began the explanation. According this advertising, the advertisers did not only bring the teeth health issue but they lead the children as an adult reminder. In this advertisement, the target market of this advertisement in this era was not the adult or the parents but they tried to grab the young element in the families, those are the children. They wanted the children as the family member to consciously remind about their teeth health to their family members.

Looking back, in the 2000s, the parents had great involvement, but in this decade, elementary school children were involved. The target market of this advertisement was not only the parents, but also the children. In this era, the issue of education became very important because of the impact of the Government Regulation No. 47, 2008 regarding the compulsory of nine years education.

Then the words "My teachers said..." showed that we needed to concern the teeth decaying as a serious health issue because a teacher is a person who is considered as a smart person. This advertisement acted to influence the community related to the teeth health.

The next utterances was the narrator's answers, those were, "*Formula pintar Pepsodent dengan mikro kalsium dan pro-flouride kompleks bantu memperbaiki lubang tak kasat mata sebelum menjadi gigi berlubang*" (Pepsodent's smart formula with micro calcium and complex pro-flouride help to repair the invisible hole before it becomes cavities). These sentences did not only used to inform that Pepsodent used as the product to prevent the teeth decaying but also to construct the community's thought that Pepsodent toothpaste containing scientific formula such as micro calcium and complex pro-flouride.

4. CONCLUSION

Based on the analysis of Pepsodent's television advertisements above, it can be concluded that the advertisements always use lexemes that are deliberately chosen to keep their brand. They even change the language pattern in order to remain the society of this product as the best and trusted product. The developing and changing of the lexemes and themes selection of these advertisements are adjusted to the development of the society. In detail, in the 1980s, the language used in the Pepsodent toothpaste television advertisement was narrated only for the aesthetic function, for the middle to the high class society with the look of white teeth that were considered to have a brilliant and charming smile. In the 1990s, the language in the Pepsodent toothpaste television advertisement was still on the aesthetics function, but began using the 3-way interactions between the actors, namely actor, narrator and society. The family topic became the main point of the Pepsodent's television advertisement in this era. Additionally, lexemes "*Senyum cemerlang, senyum Pepsodent*" became the tagline of Pepsodent and very popular for the 20 years,

starting from the 80s decade to the 90s decade. Uniquely, in the 2000s, the function of Pepsodent toothpaste began to shift from the aesthetic function into the need for the dental health. The parents were encouraged to protect their children from the germs that could cause cavities. Moreover, the children and the monsters became the important actors whose roles were to attract more people, especially the children. While in the recent decade, that is in the 2010s, Pepsodent was not only seen as the need to the teeth health, but also as the preventive tool to prevent damage to the teeth or teeth cavities.

5. SUGGESTION

By knowing the lexemes selection and the changing of language forms in the advertising, more people is expected to be smart while choosing the product to be used. Not all advertising can be trusted because the language of advertising is not only used as a product representation, but also deliberately set for the benefit of the company. It is also hoped there will be further research on the power of language used in another advertisement.

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