

Deixis Places in Online Shopping Advertising

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Abstract

Advertising in online shopping serves as a means to promote or advertise an item or service in the hope of obtaining maximum income of the advertised product. Usually an advertisement uses languages that are very short, concise, clear and interesting to influence the public and the general public. This study aims to identify the form of place deixis found in online shopping advertisements. The method used in this research is descriptive qualitative method. The data in this study are in the form of clauses, sentences, and discourses containing place deixis in online shopping advertisements. The data collection techniques used in the research are listen and note technique. Meanwhile, data analysis includes (1) classifying advertising data online shopping; (2) classifying the place deixis form data; and (3) set aside data that similar but not the same based on the form of clauses, sentences, and discourses. The results of this study shows that the form of place deixis in online shopping advertisements with data of 5 data in the form of clauses, sentences, and discourses.

Keywords

advertising, deixis places, online shopping

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INTRODUCTION

Advertising is one form of sales promotion that is commonly known because it usually reaches a wider audience. In today's digital era, social media advertising is a commonly used type of advertising (Andrianto, 2017; Fauzi, 2018). This is because we always carry our gadgets with us everywhere, every day. Therefore, in this study, researchers examined the form of location display in online shopping advertisements.

Advertising, as part of advertising media, must depict a picture of the social reality of life. On the other hand, advertising also functions as an information tool or dissemination of information, including offers, solicitations and incentives to persuade consumers to buy products and services (Imam, 2013). The existence of goods and services is very well known to consumers and can be seen in online media advertisements. Product or service promotions are usually accompanied by interesting testimonials, attractive pictures, affordable prices, free shipping, discounts, product benefits, product benefits, product benefits, and product or service promotions usually include: Short, concise and concise sentences. Clarification for public acceptance (Rosita, 2016).

Online shopping has recently become an alternative choice for many manufacturers because it is so easy. As long as product stock is available, you can feel the convenience you get from the shopping process anytime, anywhere. Online shopping greatly facilitates transactions between producers and consumers because payments can also be made online. M-banking, shopeepay, DANA, OVO, etc. There are weaknesses in online shopping habits, such as online transaction anxiety, and untrustworthy vendors who list products that are different from the picture, and dissatisfied customers.

Online shopping can also provide a very satisfying service, make consumers feel satisfied, and increase the interest of other buyers to buy products. Deixis acts as a link between language and context (Damayanti, 2015; Mahardhika, 2013; Nurdini, 2017). People who understand literal translations accurately and accurately are also good at understanding context and correctly (Effendi, 2018; Ramaniyar, 2015). A speech form can be said to be deixis if the speaker's speech and the partner's speech are not alternately referenced, depending on where the speech is spoken.

The underlying reason for researchers to study the use of time in online shopping advertising is primarily that, in our more shopping modern age, many ordinary people rely on advertising in online media for their daily needs. It is an observation result that the tendency to publish is getting stronger. From an advertising perspective, online media is the easiest way to capture consumer purchasing power for advertised goods and services. Second, the sheer number of advertisements in online media makes it easier for researchers to find data for analysis. Third, advertising in online media is acceptable

RESEARCH METHOD

In online shopping advertising this form of deixis is a descriptive study with a qualitative approach. Research with this method is aimed at identifying forms of deixis. Research leads to content analysis or content analysis as described as a technique to identify objectively, quantitatively, and systematically (Eriyanto, 2001; Fairus, 2020; Miles & Huberman, 1994). This research was conducted for approximately three weeks. The object of this research is online shopping advertisement. The subject in this study is a form of time deixis while the object in this study is online shopping advertisements as

data and data sources. This research is about the use of deixis forms in online shopping advertisements.

The data in this study found 5 data, both in the form of clauses, sentences, and discourses containing deixis of places contained in online shopping advertisements. The data sources in this study are online shopping advertising media published on, Facebook, Whatsapp, Instagram, Shopee, Tokopedia, and others. The data collection technique used in this study is the listening and note-taking technique. The listening technique is to read online shopping advertisements repeatedly, then group them according to the form of place deixis. Furthermore, the note-taking technique is to record the form of place deixis in online shopping advertisements (Reza, 2016; Rustam., 2009; Wicaksono, 2016). After based on the analysis of the form of deixis, then organize and organize the data. Furthermore, based on the identification of the form of place deixis.

The validity of the data in this study is to use theoretical triangulation to test the validity of the data. Theoretical triangulation is a method used to compare information from different theoretical points of view. The forms of deixis are classified based on the theories of linguists. The data analysis technique used in this study, namely by grouping the data, sorting the data in the form of place deixis, then finding the form of place deixis in online shopping advertisement (Maharani & Yatima, 2019; Nurlael, 2020).

Furthermore, it is carried out by identifying the data as a whole, including: data reduction, data presentation, and data conclusions. First, data reduction is focused on raw data into meaningful information, and easily accessible to readers. Second, data presentation is presenting data in tabular and narrative form. Third, data conclusions, namely drawing conclusions by taking the essence of data analysis in the form of short, dense sentences, and containing a broad understanding so that it can be understood by readers.

FINDINGS AND DISCUSSION

In this chapter, the researcher describes the results of the study and discusses the form of deixis with the title "form of deixis in online shopping advertisements". In the sub-chapter, the search results are explained in tabular form so that they can be seen briefly and clearly. However, the researcher also explained all the data obtained in each sub-chapter of discussion.

Table 1. Forms of Place Deixis

No	Type of Deixis	Deixis Form	Data Number
1.	Deixis Place	a. Clauses	1 and 2 = 2 data
		b. Sentences	3 = 1 data
		c. Discourses	4 and 5 = 2 data
TOTAL 5 DATA			

Based on the table above, it can be seen that the research results have found 6 data in the form of place deixis. The form of place deixis in the clause has 2 data, the form of deixis in sentence has 1 data, and the form of deixis in discourse has 2 data.

The deixis of place in an online media advertisement in the form of a clause is in the Zee olshop advertisement in whatsapp business whatsapp below.

Data (1)

“The following is the address of Zee Olshop Jl.Kh. Ah. Dahlan No. 374 Congaban Kedundung, Kec. Modung, Kab. Bangkalan, East Java 69166, Indonesia” The quote above has a place deixis, namely “The following is the address of Zee Olshop Jl.Kh. Ah. Dahlan No. 374 Congaban Kedundung, Kec. Modung, Kab. Bangkalan, East Java 69166, Indonesia”.

The place referred to in the quote is that the Zee Olshop shop is located at Jl.Kh. Ah. Dahlan No. 374 Congaban Kedundung, Kec. Modung, Kab. Bangkalan, East Java 69166, Indonesia”.



Picture 1

Data (2)

The deixis of place in an online media advertisement in the form of a clause is in the mylova.jogja advertisement below.

“Address: Jl. Monjali No. 60 Sinduadi, Mlati (Beside K 24 Monjali).

The quote above contains place deixis, namely. Jl. Monjali No. 60 Sinduadi, Mlati (Beside K 24 Monjali). The place referred to in the quote is that mylova.jogja shop is located at Jl. Monjali No.60 Sinduadi, Mlati (Beside K 24 Monjali)



Picture 2

The deixis of place in online media advertisements in the form of sentences is like the example in the advertisement of Terangbulan al-Jannah below.

Data (3)

"Terang Bulan al-Jannah is now selling offline, Mom,

Location: In front of East Alfamart opposite the Driyorejo Business Center."

The quote above has a place deixis, namely the place referred to in the quote is in front of the eastern Alfamart opposite the Driyorejo Business Center. The place referred to in the quote is that terangbulan al-Jannah is located in front of the eastern Alfamart opposite the Driyorejo Business Center.



Picture 3

The deixis of place in online media advertisements in the form of discourse is in the mika hijab store advertisement below.

Data (4)

"The store is already open, sis, Come on in... Full new arrival"

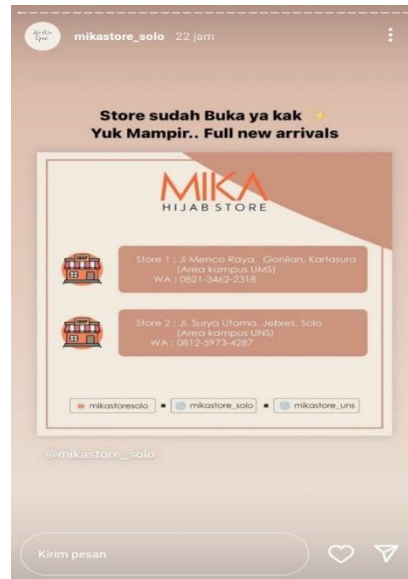
Store 1: Jl. Menco Raya, Gonilan, Kertosura (Area kampus UMS)

WA: 0821-3462-2318

Store 2: Jl. Surya Utama, Jebres, Solo (Area kampus UNS)

WA: 0812-5973-4287

The quote above contains a place deixis, namely store 1: Jl. Menco Raya, Gonilan, Kertosura (UMS campus area) and store 2: Jl. Surya Utama, Jebres, Solo (UNS campus area). The place referred to in the quote is that mika hijab store have two store, store 1 is located: Jl. Menco Raya, Gonilan, Kertosura (UMS campus area) and store 2 is located: Jl. Surya Utama, Jebres, Solo (UNS campus area).

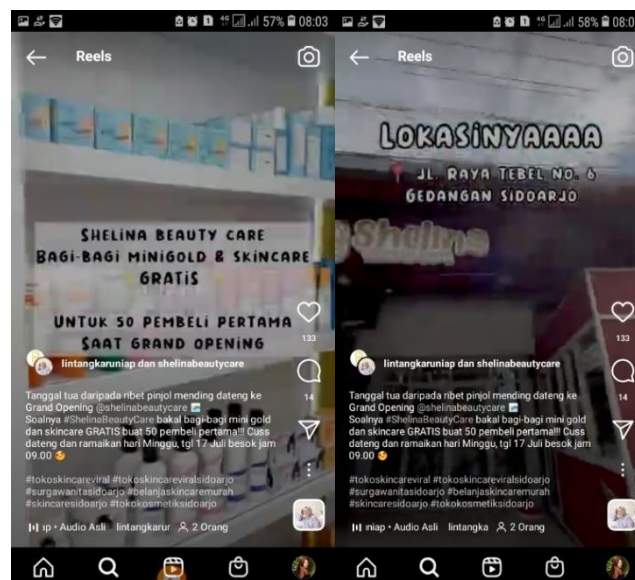


Picture 4

Data (5)

“Old date than complicated online loans, it's better to come to the Grand Opening @sheilabeautycare because #ShelinaBeautyCare will give free mini gold and skin care for the first 50 buyers!!! Let's come and enliven Sunday, July 17 tomorrow at 09.00, the location @shelinabeautycare is Jl. Raya Tebel No. 6 Gedangan Sidoarjo”.

The quote above contains a place deixis, namely store shelinabeautycare: Jl. Raya Tebel No. 6 Gedangan Sidoarjo. The place referred to in the quote is that shelinabeautycare store is located Jl. Raya Tebel No. 6 Gedangan Sidoarjo.



Picture 5

CONCLUSION

Based on the results of research and discussion, it is possible to understand and distinguish the form of place deixis in online shopping advertising data. Therefore, based on the data that the researchers have collected, it can be concluded that there are forms of place deixis in online shop advertisements in the clause there are 2 data, in the form of sentences there are 1 data, and in the form of discourse there are 2 data. The table contains the results of the research briefly and clearly.

It is hoped that the results of the research conducted will provide insight into the deixis place. The researcher also hopes that the results of this research will be useful, especially in the field of education. Readers of this article can use it not only as a learning resource, but also as a reference to increase their knowledge. After reading this journal, I realize that there are still many shortcomings in this article and it can be used as a reference and learning resource for readers, especially in the field of education for the wider community.

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