Language Variation in TikTok Social Media Platform Advertising Discourse: Its Use as Indonesian Language Teaching Material for Class VIII

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Article Info	Abstract
	The use of Indonesian in the advertising discourse of the TikTok social media platform is adjusted to the language speakers. This study examines 1) the form of language, 2) the purpose of advertising discourse and 3) its use as open material for Indonesian. This method uses a qualitative research method with a descriptive design, because the data used is in the form of oral discourse. The object of this study is language variation in advertising discourse. The data collection technique uses the listening technique, the researcher listens to the advertising discourse on the TikTok social media platform and then notes each oral discourse that contains language variation. The data analysis technique uses the referential matching method. The data validation technique uses data triangulation. The results of the study show that the form of language and the purpose of the advertisement discourse are: 1) Indonesian and Javanese, 2) Indonesian and Balinese, 3) Indonesian and English, 4) Indonesian and Korean, 5) Indonesian and Japanese, 6) Indonesian and Italian, 7) Indonesian and Javanese and English, 8) Indonesian and Minang and Korean, 9) Indonesian and Japanese and English, 10) Indonesian and French and Italian and English and Japanese, and the purpose of the advertisement discourse is: 1) attracting attention, 2) attracting interest, 3) changing actions.

INTRODUCTION

The use of Indonesian is adjusted to the needs of the language speakers so that there are several discourses. The discourses in question include narrative discourse, expository discourse, argumentative discourse, persuasive discourse, and descriptive discourse (Rani et al. 2006: 37).

Based on the view of Sumarlam et al. (2010: 31-36) Persuasive discourse, namely discourse that aims to influence readers or listeners to follow the invitation conveyed by someone. For example, persuasive discourse about health advertisements.

Advertising discourse exists because its purpose is used to attract attention, arouse interest, and to influence consumer actions. The objectives of advertising discourse include, among others, to draw attention to the main point (headline), inform the audience through the body, to change their behavior through the closing (bodycopy) (Brata, 2017: 4).

According to the results of Hendrastuti, (2015) research, with the title "Variation in Language Use in Public Spaces in the City of Surakarta" researching the types of language variations in public spaces in the city of Surakarta. The results of the study show that there are types of language variations in the form of Indonesian, Indonesian with Javanese, Indonesian with English, Indonesian-Javanese, and English, Javanese and English.

According to the results of the study by Adha et al. (2022) entitled "Effectiveness of Using Advertising Language on Instagram Social Media in Marketing West Sumatran Culinary MSMEs" researching the form of advertising language on Instagram social media. The results of the study show that there are forms of language variations in the form of Minang language, slang, and English.

According to the results of the study by Winarti et al. (2024) entitled "Analysis of the Linguistic Landscape of Kota Harapan Indah Advertisements and Recommendations as Class VIII Advertising Text Brochures" the results of the study show that there are forms of language in the form of Indonesian with English, Arabic with Indonesian, and Indonesian with English and Japanese.

Research on language variations in advertisements is conducted to determine the form of language used, such as Hendrastuti's research which examines the form of language in the form of Indonesian, Indonesian with Javanese, Indonesian with English, Indonesian-Javanese, and English, Javanese and English in public spaces in the city of Surakarta, while this study is in the form of Indonesian and Javanese, Indonesian and Balinese, Indonesian and English, Indonesian and Korean, Indonesian and Japanese, Indonesian and Italian, Indonesian and Javanese and English, Indonesian and Minang and Korean, Indonesian and Japanese and English, Indonesian and French and Italian and English and Japanese,

The purpose of this study is to examine the form of language in the advertising discourse of the TikTok social media platform and its use as teaching materials for Indonesian for class VIII.

METHODOLOGY

This research is a qualitative research with a descriptive design (Sugiyono, 2009: 14). Qualitative descriptive research because this research describes the form of language used in the advertising discourse on the TikTok social media platform (Moelong, 2013: 04). This research uses a descriptive technique so that this research is included in qualitative descriptive research, because the data is in the form of words which are then analyzed by describing each existing data. The source of research data is in the form of 2021-2024 dialogue advertising discourse on the TikTok social media platform.

The data in this study amounted to 33 oral discourse data containing the form of language and the purpose of the advertising discourse. The data collection technique for this research used the listening technique, the researcher listened to the advertising discourse on the TikTok social media platform and then recorded each oral discourse that contained language variations (Sudaryanto, 2015: 133).

The data analysis for this research used the referential matching method. The researcher analyzed speech with the form of language on the TikTok social media platform. In this study, the matching method was used to examine the form of language in TikTok social media advertisements. The determining tool used was the advertising text on TikTok social media.

RESULTS AND DISCUSSION

Language Form and Purpose of Advertising Discourse on TikTok Social Media Platform

This study aims to identify the language form and purpose of advertising discourse on the TikTok social media platform. The identification results found 24 data containing the language form and purpose of advertising discourse. The classification of language forms in this study applies the theory of (Hendrastuti, 2015). The results of the classification of language forms and purposes of advertising discourse are described as follows,

1. Forms of Indonesian and Javanese Languages

In this study, researchers found 4 data containing the forms of Indonesian and Javanese languages. The following are 4 data that show the forms of Indonesian and Javanese languages,

a. Data (01 WI BI and BJ):
Mother: Sambal ABC is my key! Various types of food, in every situation!
Child: Really delicious!
Mother: Sambal ABC is my key, Mom, really spicy! (BI and BJ/ ABC ahlinyabuatcitarasa/ 20-12 24/ MT)

Data (01/ WI BJ and BI/ MT) contains Javanese and Indonesian language forms. The discourse above shows the presence of Javanese and Indonesian language variation components used to communicate between Mother and Child, The mother is making chili sauce for various foods. In the data above there is a variation in the use of Javanese language in the category of speech level ngoko various food variations, nang saben situation! 'various food variations, there are every situation' Answered with Indonesian language form by the child 'ueben banget asli'. Answered again with Javanese language form ngoko Sambal ABC iki kuncian Ibu, asli pedese! 'Sambal ABC ini kuncian Ibu, asli pedasnya!

Data 01 aims to change certain actions in consumers. changing actions is expressed in (sentence 3) because advertisers use a weak approach, so that prospective consumers remember the name of the product and are expected to buy it on the next occasion.

b. Data (02 WI BI and BJ):
Visitor: Excuse me, Mbah, thank you.
Mbah Shaman: Come in,
Visitor: Mbah, my nephew has symptoms of fever, vomiting and weakness, right now he is prone to illness, and my neighbors seem to be starting to get sick. Please make a talisman for my nephew,
Mbah Shaman: Just get a polio vaccine, ma'am,
Visitor: Why, ma'am?
Mbah Shaman: The Nopv2 polio vaccine is made in Indonesia, ma'am, this vaccine has helped African, European, and Middle Eastern countries" (BI and BJ/ Ministry of Health-09/06/24/MP)

Data (02/ WI BJ and BI/ MP) contains the form of Indonesian and Javanese languages. The discourse above shows the existence of a component of language variation in the level of Indonesian and Javanese speech used to communicate between the shaman and the customer who is taking his sick cousin. In the data above, there are variations in the use of Indonesian permisi 'ask for permission' mixed with Javanese words in the high speech level category mbah, kulo nuwun 'kek, permit'.

Data 02 aims to attract attention by arousing the curiosity of potential consumers. The data is located in (sentence 6) which intends to invite the attention of the listener. It is hoped that the listener will be aroused to use the polio vaccine.

c. Data (03 WI BI and BJ):

Mother of the bride: What customs will the wedding use?

Father of the groom: Yes, my customs.

Father of the bride: No way. My customs

Mother of the groom: Go ahead, tea

Father of the groom: Nowadays, anyone can follow any custom

Mother of the bride: The important thing is to be affectionate (BI and BJ/ Sari Wangi-08-06-24/ MP)

Data (03/ WI BJ and BI/ MP) contain forms of Indonesian and Javanese. The discourse above shows the existence of a component of variation in Indonesian and Javanese used to communicate between families discussing their child's wedding plans, in the midst of the discussion there was a difference of opinion regarding the customs that would be used for their child's wedding. In the data above there is a variation in the use of Indonesian 'I' answered with the Javanese language form of the speech level category krama alus monggo 'please'.

Data 03 aims to attract more attention. The data is located in (sentence 6) namely 'what is important is mesra kan'. This sentence attracts more attention because prospective consumers are in a problematic position because they do not find a match for whose customs to use.

d. Data (04 WI BI and BJ):

Mother: Hello son

Son: Mom, I want fried chicken!

Mother: Okay, my ABC kuncian sambal!

Son: Really delicious!

Mother: This ABC sambal is my kuncian, it's really spicy! (BI and Bj/ Abc ahlinyabuatcitarasa/ 15-11-24/ MT)

Data (04/ WI BJ and BI/ MT) contain forms of Indonesian and Javanese languages. The discourse above shows the presence of components of variations in Indonesian and Javanese languages used to communicate between a mother and her child whose child asks to be cooked fried chicken with ABC chili sauce made by the mother. In the data above, there is a variation in the use of Indonesian 'uenak banget asli' mixed with the form of answers in Javanese in the category of speech level ngoko iki kuncian ibu, asli pedes e 'ini kuncian ibu, asli pedasnya'.

Data 04 aims to change certain actions in consumers that are not urgent in nature so that prospective consumers remember the name of a product and are expected to buy it on the next occasion. The data is located in (sentence 4), namely 'Sambal ABC iki kuncian ibu, asli pedes e'.

2. Forms of Indonesian and Balinese Languages

In this study, researchers found 1 data containing the form of Indonesian and Balinese languages. Here is 1 data that shows the form of Indonesian and Balinese languages,

a. Data (05 WI BI and BB):

Visitor: What is typical of Bali?

Bulan as a Balinese citizen: The beach, then the barong shirt, and the coffee, ABC Bali coffee. The powder is very fine, the aroma and taste are very Balinese. ABC Bali coffee, very Bali Bli! (BI and BB/ Kopiabc.id/27/06/24/MP)

Data (05/ WI BI and BB/MP) contains the form of Indonesian and Balinese languages. The discourse above shows the existence of components of variation in Indonesian and Balinese languages used to communicate between visitors and local residents who ask about the characteristics of Bali, answered by local residents, that Bali is famous for its coffee. In the data above there is a variation in the use of Indonesian 'What is typical of Bali?' in the form of answers in Indonesian and Balinese 'very Balinese' with Bli 'older brother'.

Data 05 aims to attract attention by demanding more attention from potential consumers. The data is located in (sentence 1) the sentence is in the form of a question that attracts the attention of the listeners.

3. Forms of Indonesian and English

In this study, the researcher found 7 data containing forms of Indonesian and English. The following are 7 data that show the forms of Indonesian and English,

a. Data (06 WI BI and BING):

Rigen: Cool, tomorrow I can do Sunmori while there is an empty schedule in the middle of my busy schedule, ah great. Jeng jeng jeng, if I want to do Sunmori the tire will burst again huh. Wife: Oh my, what are you doing grumbling early in the morning

Rigen: You know, my motorbike is going to be used for Sunmori, there are always problems, there are always things that put me in a bad mood

Wife: Well, you've got a jeng jeng moment

Rigen: Huh, a jeng jeng moment?

Wife: It's time for a drink beng-beng (BI and BING/Baba Rigen/16-06-24/ MP)

Data (06/ WI BI and B ING/ MP) contains forms of Indonesian and English. The discourse above shows variations in Indonesian and English used to communicate between husband and wife, the husband on his day off from work wanted to go for a Sunday morning ride on a motorbike, when he was about to leave it turned out his tire was flat, and he got angry. His wife told him to drink what she made him to calm his anger. In the data above, there are variations in the use of the Indonesian word problem 'case, incident' mixed with the English word bad mood 'bad mood'.

Data 06 aims to attract more consumer attention. Attracting more attention is expressed in (sentence 1) because the consumer is emotional because his tire is flat. The data is intended to attract more consumer attention. when he is emotional, to calm him down, drink beng beng.

b. Data (08 WI BI and BING):

Service provider: Jockey, sis, you can request the distance and pace,

Runner: There are so many people running, I can't miss this.

Service provider: Jockey, sis, it's cheap.

Runner: Okay, sir, just 5km, don't go too far" (BI and BING/Ministry of Health/ 08/11/24/MP)

Data (08/ WI BI and BING/MP) contains Indonesian and English language forms. The discourse above shows the existence of language variation components between Indonesian and English used to communicate between service providers and runners who are too proud not to be left behind by their friends. In the data above, there are variations in the use of the Indonesian word bisa 'can, capable, clever' mixed with the English form request 'ask', pace 'speed/speed'.

Data 08 aims to attract the attention of specific consumers. specific targets are used to attract attention at the beginning of communication. The specific targets are adult males who want to exercise. Specific targets are expressed in (sentence 1).

c. Data (11 WI BI and BING):

Customer: This luxury car rental is only 500 thousand.

Renter: Camry car rental Jakarta 520 thousand (without driver), 560 thousand (with driver), feel the excitement of Camry car rental, safe and reliable at Trac". (BI and BING/Car rental/Bus rental-10/08/24/MM)

Data (11/WI BI and BING/MM) contain Indonesian and English forms. The discourse above shows the presence of a component of variation in Indonesian and English used to communicate with customers who ask about car rental prices and car renters provide a list of car rental costs. In the data above, there is a variation in the use of the key Indonesian word form 'secret, recipe, tactic' mixed with the English form with driver 'with sopir'.

Data 11 aims to attract attention that gives orders to potential consumers. Data that can attract attention that gives orders to potential consumers is located in (sentence 2) namely feel the excitement of renting a Camry car, it is definitely safe and reliable at Trac'.

d. Data (12 WI BI and BING):

Iqbal: Hi, welcome to Iqbal's Q&A session. Today I have a guest who is a college student. Let's get straight to it! Hello, welcome!

Yumna: Hello

Iqbal: Please

Yumna: Hi Mas Iqbal, I didn't think I could confide in Mas Iqbal.

Iqbal: It's possible. How, how?

Yumna: So, it's like this, I have a boyfriend. But lately he often turns off my phone and video calls.

Iqbal: Okay

Yumna: I know he's busy with his master's thesis. But why is that? Is he starting to get bored? Does Mas Iqbal have a solution?

Iqbal: Hmmm, I think first, don't jump to conclusions. Because it could actually not be your boyfriend who suddenly turned off his phone. It could be that your quota has run out. But don't worry! The solution is very simple, sis. For only 15 thousand, you can buy a 3.5 GB freedom internet package for 5 days. You can buy it directly on the myIM3 application at *888# or at the nearest outlet. Hopefully later with the freedom internet package, your video calls with your boyfriend will be smoother and your communication will always be connected, okay?

Yumna: Okay, thank you, Mas Iqbal

Iqbal: Hope this helps. (BI and BING/ IM3/ 21/08/24/ MM)

Data (12/ WI BI and BING/ MM) contains Indonesian and English. The discourse above shows the presence of components of variations in Indonesian and English used to communicate between customers and those who provide input regarding customer concerns about their boyfriend who often turns off his phone. In the data above, there are variations in the use of the Indonesian form of the word 'But, lately he often turns off his phone' mixed with the English form video call 'video call', outlet 'sales place'.

Data 12 aims to attract the interest and awareness of potential consumers. Data that can attract the interest and awareness of potential consumers lies in (sentence 6) 'so it's like this, I have a boyfriend. But, lately he often turns off my phone and video calls' and (sentence 9) 'it could be that your quota has run out. But don't worry, don't worry! The solution is very simple, miss. For only 15 thousand you can buy a 3.5 GB freedom internet package for 5 days. You can buy it directly on the myIM3 application at *888# or at the nearest outlet'.

e. Data (13 WI BI and BING):

Mom: Go ahead sir

Neighbor: Hey, ma'am, just take this

Mom: No need, it's okay for those at home, no need to bother
Neighbor: this is refreshing for at home, especially this is suitable for mothers who are reducing sugar, what is it called las sugar, las sugar, that's it.

Mom: less sugar sir, less sugar, eh is there something new from NutriSari, is there really a less sugar one
Neighbor: oh, where has the mother been, this is real less sugar tea, the sugar is only 4 grams. Okay ma'am, I'll make it for you. Here ma'am, NutriSari, you have the grapefruit, I have the starfruit.

Mom: oh sir, this is real, it's delicious. Less sugar so doesn't worry

Neighbor: Yes, this starfruit is also delicious. Semriwing rasa

Mother: okay sir, I'll just take NutriSari to stock up at home (BI and BING/NutriSari/02-08-24/MP)

Data (13/ WI BI and BING/ MP) contains Indonesian and English language forms. The discourse above shows the presence of Indonesian and English language variation components used to communicate between neighbors who when visiting are given less sugar drinks because their neighbors know their mother is reducing sugar. In the data above there is a variation in the use of the Indonesian word form 'that's the main thing' answered with the English answer form Less sugar 'less sugar'.

Data 13 aims to attract attention for the benefit of potential consumers. Data that can attract attention for the benefit of potential consumers because it reveals the benefits obtained if consumers buy the product, is located in (sentence 4) namely 'moreover, this is suitable for mothers who are reducing sugar'.

f. Data (14 WI BI and BING):

Niken: Ma'am, what parts of this T-shirt were QC'd?

Sofi: Everything, ma'am, from the length, width, size, and screen printing

Niken: Does that mean everything?

Sofi: Yes, ma'am

Niken: Does that mean this T-shirt has passed QC

Sofi: Yes, ma'am

Niken: Can I take it?

Sofi: Yes, please

Niken: Guys, for those of you who want to check out this quality never to late t-shirt, the price is only 69,900. Hey, but if you want to check out the yellow basket, there will be a discount, so hurry up and check out. (BI and BING/ Aerostreet/ 24/05/24/MT)

Data (14/ WI BI and BING/ MT) contains Indonesian and English. The discourse above shows the presence of components of Indonesian and English language variations used to communicate with each other by workers at a shoe store who are informing about clothing discounts. In the data above, there are variations in the use of the Indonesian word form 'means' mixed with the English answer form, check out T-shirt never late 'see never late shirt', check out 'see'.

Data 14 aims to change certain actions in consumers. Data that can change certain actions in consumers because it reveals the benefits obtained if consumers buy the product quickly, is located in (sentence 9) namely 'hey but you want to check out in the yellow basket there will be a discount, so hurry up and check out'.

g. Data (17 WI BI and BING):

Raffi Ahmad: Kopi Kapal Api special mix. Make every moment special, this is because of them

Students: Every class break we always drink Kopi Kapal Api special mix so we are in the mood for assignments, we work overtime

Raffi Ahmad: Right, but Kopi Kapal Api special mix is clearly better (BI and BING/ Kopi Kapal Api/ 31-10-24/MT)

Data (17/ WI BI and BING/ MT) contains Indonesian and English. The discourse above shows the presence of components of Indonesian and Javanese language variations used to communicate between artists and students who always drink coffee during class breaks, overtime assignments. In the data above there is a variation in the use of the Indonesian word 'kopi kapal api' mixed with the English form special mix 'special mix', answered with a mixture of Indonesian 'every' with English break 'rest', mood 'mood'.

Data 17 aims to change certain actions in consumers weakly. The data is located in (sentence 3) 'clearly more delicious' the sentence can be remembered by potential consumers and is expected to buy it on the next occasion.

h. Data (22 WI BI and BING):

Marteen Paes: Hi, where we go today?

Friend: How about we start the day with coffee? Already ngopi? Ngopi dulu ngopi

Marteen Paes: Ngopi? Ok, but where?

Friend: There's a good coffee place near here, let's go

Marteen Paes: Come on! Otw to the coffee place

Marteen Paes: Where is the coffee?

Friend: Here, ngopi di sini. Like true Indonesian

Marteen Paes: Shall we have coffee here?

Friend: Yes, this is the original coffee shop. You should try drinking coffee like Indonesian. Coming side

Marteen Paes: GoWhile walking

Marteen Paes: So how do you do it if you want to order coffee?

Friend: You said "kopi kapal api dua ya"

Marteen Paes: Bli, kopi kapal api dua ya

Seller: Okay

Seller serves coffee

Marteen Paes: Thank you

Friend: Hey, Marteen, you should drink like Indonesian. I shoul drink coffe like this "shurp ahhh"

Marteen Paes: "Shurp ahhh" enak

Friend: Best right?

Marteen Paes: I just found out that drinking coffe using the Indonesian method is actually tastier, and Kapal Api is the best coffe brand in Indonesia. I have to take some home

Friend: Yes, of course,

Marteen Paes: Bli, I want to take Kapal Api away. Kapal Api is definitely tastier (BI and BING/ Kopi Kapal Api/ 17-12-24/MT)

Data (22/ WI BI and BING/ MT) contains forms of Indonesian and English. The discourse above shows the variation of Indonesian and English used to communicate between soccer players and friends who are curious to try Kapal Api coffee. In the data above, there are variations in the use of English forms where we go today 'where are we going today?' answered with a mixture of English and Indonesian forms How about we start the day with coffee? 'how about we start the day with coffee?' With a mixture of Indonesian forms 'Have you had coffee? Ngopi dulu ngopi. Answered again with a mixture of Indonesian forms 'ngopi?' with English ok, but where? 'okay, but where?'.

Data 22 aims to change certain actions in consumers. The data is located in (sentence 21) 'kapal api jelas lebih enak' intended so that prospective consumers remember the name of the product and are expected to buy it on the next occasion.

4. Forms of Indonesian and Korean Languages

In this study, the researcher found 2 data containing forms of Indonesian and Korean languages. The following are 2 data that show the forms of Indonesian and Korean languages,

a. Data (23 WI BI and BK):

Ridho: Uhuk uhuk uhuk!

Doctor: Andwae,

Ridho: uhuk uhuk uhuk!

Doctor: Andwae,

Ridho: Uhuk uhuk uhuk!

Doctor: Do this to prevent the spread of TB! Wear a mask when around other people. Cover your mouth when sneezing and coughing. Do not spit or throw phlegm carelessly. Make sure the house has good air circulation" (BI and BK/ Ministry of Health/ 13-3-24/ MP)

Data (23/ WI BI and BK/ MP) contains the form of Indonesian and Korean languages. The discourse above shows the presence of components of variations in Indonesian and Korean languages used to communicate with friends who are coughing and are given procedures so that the disease does not spread. In the data above there is a variation in the use of the Indonesian word 'uhuk uhuk uhuk' answered with the Korean word Andwae 'tidak'.

Data 23 aims to attract interest and impression potential consumer blood. The data is located in (sentence 6) which means interested in doing ways to prevent the transmission of TB so as not to spread the disease to others.

b. Data (24 WI BI and BK):

Sentol: Ouch ouch

Antok: Poor Sentol, this is Ntol to fill your stomach

Sentol: Oh my God, thank you Ntok

Antok: Yes, you're welcome Ntol

Sentol: We Ntok we Ntok rude, rude, you were already hungry but were given stones

Amin: Damn, why Ntol?

Sentol: I'm so hungry, Min

Amin: Ouch ouch ouch, calm down Ntol I have Sarimi filled with two Korean spicy, Sarimi filled with twoaaa, the portion is big, the Korean seasoning is really Saranghaeyo, the spiciness will definitely make you scream Omoo, the noodles are sooo delicious. How about Ntol?

Sentol: Wow, great Min.

Sentol, Amin: Sarimi isi dua pedas Korea, uenaknya duaebak, duuuaaaaa (BI and BK/ Sarimi/ 24-12-24/ MP)

Data (24/ WI BI and BK/ MP) contains the form of Indonesian and Korean languages. The discourse above shows the presence of components of Indonesian and Korean language variations used to communicate with a friend who is hungry but is instead tricked by being given a stone, his other friend is kind enough to make Mi food. In the data above there is a variation in the use of the Indonesian word 'Korean seasoning' mixed with the Korean words Saranghaeyo 'I love you', Omoo 'waduh', kiyowo 'cute/ funny/ adorable' daebak 'wow, great, extraordinary'.

Data 24 aims to attract attention by arousing the curiosity of potential consumers. The data is located in (sentence 8) which means because the portion of noodles is large, the seasoning is from Korea, the spiciness makes you scream which makes consumers quite attracted.

5. Forms of Indonesian and Japanese

In this study, the researcher found 1 data containing the forms of Indonesian and Japanese. Here is 1 data that shows the forms of Indonesian and Japanese,
a. Data (25 WI BI and BJP):
Mega: Konnichiwa best
Natsuki: Konnichiwa best
Ritsuki: Konnichiwa best
Mega: Come on, who wants to play with Natsuki and Ritsuki. Yes, you can, best, you just share eating this cimory yogurt stick, any variation, you can also tell how great this cimory is with the hashtag #mainbareng Natsuki Ritsuki #RitsukiNatsukixcimory and #cimoryyogurtstick and don't forget to upload it on TikTok and Instagram, best, don't make your account private, best, don't forget to tag
Natsuki: @cimoryIndonesia
Mega: And the deadline is December 24, 2024, and for 50 winners, you can join Natsuki and Ritsuki at cimory dairyland on December 29, 2024

Natsuki: Waiting for you (BI and BJ/ Megakunicihro-official-19-12-24/ MT)

Data (25/ WI BI and BJP/ MT) contains the form of Indonesian and Japanese languages. The discourse above shows the presence of components of variations of Indonesian and Japanese languages used to communicate between mother and child who tell them to buy food so they can meet her. In the data above, there are variations in the use of Japanese Konnichiwa 'good afternoon' answered by the children using Japanese Konnichiwa 'good afternoon' and answered using the Indonesian form "Hey, who wants to play with Natsuki and Ritsuki. You can, best".

Data 25 aims to change certain actions in consumers. The data is located in (sentence 6), namely 'And the limit is until December 24, 2024 and for 50 winners, you can join Natsuki and Ritsuki at Cimory Dairyland on December 29, 2024'. This sentence requires prospective consumers to act quickly.

6. Forms of Indonesian and Italian Languages

In this study, the researcher found 1 data containing the form of Indonesian and Italian languages. Here is 1 data that shows the form of Indonesian and Italian languages,
a. Data (26 WI BI and BIT):
Andre: Sur, cappuccino huh?
Surya: Hmm
Andre: That sweet one?
Surya: Hmm
Andre: The one that doesn't taste the coffee.
Surya: Hmm
Andre: Cappuccino is coffee, it must taste the coffee, not just sweet.
Surya: Is there Ji?
Andre: Yes
Surya: Haaaa
Andre: Torabika cappuccino, the coffee beans are roasted using the Italian method, the machine is also from Italy. The coffee beans are tasted.
Surya: Yes Ji, not only sweet, taste the coffee

Andre: Torabika cappuccino, not only sweet, taste the coffee. (BI and BITA/ Torabika Cappuccino/ 06/08/24/MP)

Data (26/ WI BI and BIT/ MP) contains the form of Indonesian and Italian. The discourse above shows the existence of components of variations in Indonesian and Italian used to communicate between artists who try coffee that is only sweet. In the data above, there are variations in the use of the Indonesian word 'Sur' in the form of a mixture in Italian Cappucinno 'a drink that has layers of espresso, hot milk, and milk foam'.

Data 26 aims to attract attention by arousing the curiosity of potential consumers. The data is located in (sentence 7) the sentence is in the form of an advertising discourse that arouses curiosity about coffee that is only sweet.

7. Forms of Indonesian and Javanese and English

In this study, researchers found 4 data containing the form of Indonesian, Javanese and English. Here are 4 data that show the form of Indonesian, Javanese and English,

a. Data (27 WI BI and BJ and BING):

Mc: Teh cap poci wasgitel, wangi, sepet, legi, kentel.

Hanoman: Rahwana, return Shinta,

Rahwana: Refuse!

Hanoman: Ooo inviting a fight,

Rahwana: Get ready ora wedi!

Mc: Wow, this struggle! Don't make a fuss, let's get along drinking tea cap poci first wangi, sepet, legi, kentel". (BI and BJ and BING/ teh poci.id/ 14/08/24/MP)

Data (27/ WI BI and BJ and BING/ MP) contains the form of Indonesian, Javanese and English. The discourse above shows the existence of components of variation in Indonesian, Javanese and English used in communication between Rahwana and Hanoman who are fighting over Sinta. In the data above, there are variations in the use of Indonesian 'Rahwana, balikin Shinta' answered with the form of Javanese language in the speech level category

ngoko emoh 'don't want' gelut 'wrestle'. Answered with the form of the English word get ready 'bersiap'.

Data 27 aims to attract attention by giving orders to potential consumers. The data is located in (sentence 6) which intends to invite to drink tea. It is hoped that the listener is interested in drinking tea so that it does not become a fight (arousal).

b. Data (28 WI BI and BJ and BING):

Raffi Ahmad: Ouch

Rindi (dancer): Back muscle pain a?

Rindi: Practical solution to drink Oskadon SP

Tora: Watch out, you'll be sleepy

Raffi: Oskadon SP doesn't make you sleepy, Let's Go. It's okay.

Waiter: Ouch, it hurts

Raffi: Back muscle pain sis? Drink Oskadon SP. Active OK Formula relieves pain without drowsiness. Oskadon SP, back pain, muscle & joint pain passes, Let's Go! Pancen Oye! (BI and BJ and BING/ Oskadon/ 08/08/24/ MT)

Data (28/ WI BI and BJ and BING/ MP) contains the form of Indonesian, Javanese and English. The discourse above shows the variation of Indonesian, Javanese and English used to communicate with a friend who is sleepy while driving. In the data above there is a variation in the use of Indonesian 'back muscle pain sis? Drink Oskadon SP. Active OK Formula relieves pain without drowsiness. Oskadon SP, back pain, muscle & joint pain passes' answered with the English form of the word Let's Go 'let's go' mixed with Javanese at the speech level ngoko pancen 'indeed'.

Data 28 aims to change certain actions in consumers that are not urgent in nature so that potential consumers remember the name of a product and are expected to buy it on the next occasion. The data is located in (sentence 7) namely 'Pancen Oye!'.

c. Data (28 WI BI and BJ and BING):

Vegetable seller: Yur vegetables

Mak Anis: Sir, vegetables

Vegetable seller: Asiap mbaku

Widati: Kangkung e kok lemes to mas

Vegetable seller: Ahh strong yo mak yo

Mak candidate: Ahem ehem, good morning my beloved mak-mak

Widati: Eee mak candidate, shopping

Mak candidate: Come on, come on, buy all the vegetables, later mak candidate will pay for it, okay? If necessary, the cart too
Vegetable seller: Anyway, the legislative candidate, don't
Legislative candidate: If the money is not enough, I will add cash, cash, but remember, don't forget to vote for me in the election

Mrs. Tami: Ehh ehh ehh stop-stop stop, it's not dangerous, be careful, ma'am, we have to be smart, this legislative candidate is playing money politics, listen, the giver and receiver of money politics can be punished

Mrs. Anis: Yes, ma'am, don't accept it, even though it's like this, we still have our self-respect

Widati: The future of the nation cannot be bought, the good thing is to get money once, the loss is 5 years

Mrs. Tami: Come on, ma'am, let's close ranks, smart voters reject money politics
Legislative candidate: Be patient, be patient, my dear ma'am
while running away in fear (BI and BJ and BING/ A N B-06-08-24/ MT)

Data (28/ WI BI and BJ and BING/ MT) contains the form of Indonesian, Javanese and English. The discourse above shows the variation of Indonesian, Javanese and English used to communicate between neighbors when shopping for vegetables, they are approached by legislative candidates and given money to vote for them in the legislative election. In the data above, there is a Javanese language form in the category ngoko pokoe mak caleg, jann 'anyway, ma'am caleg, jan' answered with a mixture of Indonesian and English forms if later the money is not enough, I will add cash cash cash 'cash, cash, cash', but remember don't forget the election, vote for me.

The English form cash cash cash 'cash, cash, cash'.

Data 28 aims to change certain actions in consumers. The data is located in (sentence 11) which is intended to make residents aware not to accept political money.

d. Data (30 WI BI and BJ and BING):

Syakir: Wow, the motorbike is really shiny.

Sahrul: Wow, yeah. Nice to look at, right?

Syakir: The motorbike is neat, but is the tax okay?

Sahrul: Just random, you definitely have to obey taxes

Syakir: Hahaha, that's great then, friend

Sahrul: But that's right, friend, the tax payment location is really far away
Syakir: Oh, you really don't you know, now you can pay vehicle tax via the E-samsat website or the national digital signal samsat application
Sahrul: Oh, that's it, I've known since yesterday I've paid tax there, but by the way, what are the uses of paying tax, friend?

Syakir: You pay tax but don't know the use, what's the story?

Sahrul: All I know is, so you don't get a ticket

Syakir: Oh my, there's always something. But the uses that I can mention are only a few, as far as I know, our tax money is used to build and repair roads, bridges, and other public facilities. So, we can enjoy smooth and safe roads. Tax funds are also used to improve the quality of public transportation, such as buses and trains, this can also be a more comfortable and economic alternative. With motorcycle taxes, the government can improve the quality of public services, such as schools, hospitals and other public facilities. Well, as he said by paying motorcycle tax we have complied with the regulations and avoided sanctions, the conclusion is that paying taxes is not a burden, but an obligation and a form of participation in building the country. As the younger generation, we have an important role in realizing a more advanced and prosperous

Indonesia (BI and BJ and BING/ Syakir-desu/ 15-12-24/MM)

Data (30/ WI BI and BJ and BING/ MM) contains the form of Indonesian, Javanese and English. The discourse above shows the variation of Indonesian, Javanese and English used to communicate between friends who are discussing the results of tax money. In the data above there is a variation in the use of the Indonesian word 'Motor neat but tax okay not?' mixed with the Javanese word category of speech level ngoko wes sembarang 'sudah berapa juga'. This is followed by the form of the answer in English Friend 'friend'.

Data 30 aims to attract interest by arousing consumer curiosity. The data is located in (sentence 9) the advertiser asks about the flow of tax money so that it arouses curiosity in consumers.

8. Forms of Indonesian and Minang and Korean Languages

In this study, the researcher found 1 data containing the form of Indonesian and Minang and Korean languages. Here are 4 data that show the form of Indonesian and Minang and Korean languages,

a. Data (31 WI BI and BM and BK):

Mida: Da midun, Mida wants to go to Korea,

Midun: Why to Korea, Mida's dream? \

Mida: Where is Mida dreaming! Mida wants to eat spicy noodles like in Korean dramas,
Midun: No need to go all the way to Korea, here there is fish, wait a minute! I've bought it at the stall. Well, here it is! Sarimi filled with 2 spicy Korean,
Mida: Is this the new Sarimi filled with 2?
Midun: The advertisement of Nassar oppa, oh there are no eggs, just use eggs for now, here are the eggs, wow, the sarimi contains 2 Korean spicy ones, it's delicious, the portion is big, the Korean seasoning is saranghaeyo, the spiciness is omoo, the noodles are ndud kiyowo" (BI and BM and BK/ Sarimi/22/08/24/ MP)

Data (31/ WI BI and BM and BK/ MP) contains the form of Indonesian, Minang and Korean languages. The discourse above shows the variation of Indonesian, Minang, and Korean languages used to communicate with husband and wife, the wife wants to eat spicy Korean food. In the data above, there are variations in the use of Indonesian words 'No need to go all the way to Korea, there are fish here, wait a minute!', Uda 'brother, older brother' mixed with Korean words daebak 'wow, great, extraordinary', saranghaeyo 'I love you', omoo 'waduhh', kiyowo 'cute/ funny/ adorable'.

Data 31 aims to attract attention by changing certain actions in potential consumers. The data is located in (sentence 4) which provides an understanding to consumers to try the desired food without having to go far.

9. Forms of Indonesian and Japanese and English

In this study, the researcher found 1 data containing the form of Indonesian and Japanese and English. Here is 1 data that shows the form of Indonesian and Japanese and English,

a. Data (32 WI BI and BJP and BING):
You say money can't buy happiness?
Sumimasen
Come to Japan
Come on, those of you who have always been in love with Japanese vibes, come over! Is there anyone who dreams of going to Japan too? For lovers of a country's culture, Japan can be one option for exploration because of its uniqueness! (BI and BJ and BING/ Traveloka Indonesia/ 15-09-23/MP)

Data (32/ WI BI and BJP and BING/ MP) contains the form of Indonesian, Japanese and English. The discourse above shows the existence of components of variations in Indonesian, Japanese and English used by someone to introduce the public to the culture and vibes of Japan. In the data above, there are variations in the use of English You say money can't buy happiness. 'You say money can't buy happiness? li happiness?', Come to Japan 'Come to Japan?',

Vibes 'atmosphere' is answered with the Japanese form Sumimasen 'Sorry' and the Indonesian form 'try it, those who have always been in love with the same'.

Data 32 aims to attract attention by giving orders to potential consumers. The data is located in (sentence 3) which intends to invite lovers of culture in a country and like the scenery of Japan.

10. Forms of Indonesian and French and Italian and English and Japanese

In this study, the researcher found 1 data containing the form of Indonesian and French and Italian and English and Japanese. Here is 1 data that shows the form of Indonesian and Javanese and English,

a. Data (33 WI BI and BP and BIT and BING and BJP):

Azizah: Eh San, do you eat pastries too? Like me, eating 400-thousand-rupiah pastries from the US

Sania: From the US? Why go all the way. In Indonesia, there are already delicious ones!

Azizah: Huh? Not modern, I was probably cooked by a chef, starting from my spaghetti, my steak, sushi

Sania: Chef chef, do you know what you get for 400 thousand rupiah?

Azizah: What do you get?

Sania: Here!!! Flooded with food

Azizah: Huh?

Flooded for 5 Days. (BI and BP and BITA and BING and BJ/ 5 Days Official/ 26/08/24/MP)

Data (33/ WI BI and BP and BI and BING and BJ/ MP) contains the form of Indonesian and French and Italian and English and Japanese. The discourse above shows the existence of components of variations of Indonesian and French, and Italian, and English, and Japanese used to communicate between friends who show off a cake worth 400 thousand rupiah from America. In the data above, there are variations in the use of Indonesian makan 'santap', French Pastry 'Cake' mixed with Italian spaghetti 'Italian noodles', mixed with Japanese

Steak 'sliced grilled meat', sushi 'Rice covered with sea fish'.

Data 33 aims to attract attention by arousing the curiosity of potential consumers. The data is located in (sentence 2) which means that if you want to try food, you don't need to go expensive and far.

DISCUSSION

The findings of this study are the form of language and the purpose of the TikTok social media platform advertising discourse, its use as teaching material for Indonesian language for class VIII. The following is a discussion of the form of language and the purpose of advertising discourse on the TikTok social media platform.

The results of the analysis of the form of language in the TikTok social media platform advertising discourse were found in the form of 5 data of Indonesian and Javanese, 1 data of Indonesian and Balinese, 17 data of Indonesian and English, 2 data of Indonesian and Korean, 1 data of Indonesian and Japanese, 1 data of Indonesian and Italian, 4 data of Indonesian and Javanese and English, 1 data of Indonesian and Minang and Korean, 1 data of Indonesian and Japanese and English, 1 data of Indonesian and French, and Italian, and English, and Japanese.

Meanwhile, the results of the analysis of the objectives of the TikTok social media platform advertising discourse are, (1) Attracting attention, in the form of (a) attracting attention that emphasizes the benefits of potential consumers, (2) Attracting attention that arouses the curiosity of potential consumers, (3) Attracting attention that demands more attention, (4) Attracting attention that gives commands/orders, (5) Attracting the attention of specific consumers. (2) Attracting the interest and awareness of potential consumers. (3) Changing certain actions in consumers.

The results of this study are used as teaching materials for Indonesian language for class VIII with advertising text material. Based on the advertising discourse in the TikTok social media studied, there are 33 data containing the form of language and the purpose of the language

form used in the TikTok social media TikTok advertising discourse.

The results of this study are relevant as teaching materials for advertising text material in junior high school class VIII. Can be seen in CP (Learning Achievement) 3.3 identifying information on advertising texts, slogans, or posters (proud and motivating) from various sources that are read and heard. The material in the ATP (Learning Objective Flow) 3.3 teaching material starts from providing examples of advertising texts on TikTok social media, finding the form of language in TikTok advertisements, and finding the purpose of advertising discourse on TikTok social media.

According to the results of Hendrastuti's research (2015) entitled "Variations in Language Use in Public Spaces in Surakarta City" researching the form of language in public spaces in Surakarta City. The results of Hendrastuti's research show that there are forms of language in the form of Indonesian, Indonesian with Javanese, Indonesian with English, Indonesian-Javanese, and English, Javanese and English. The similarity between Hendrastuti's research and the research conducted is that both examine the form of language. The difference is that Hendrastuti's research only examines the form of language, while this research finds out the purpose of TikTok social media advertising discourse.

According to the results of Adha et al.'s research (2022) entitled "Effectiveness of Using Advertising Language on Instagram Social Media in Marketing West Sumatra Culinary MSMEs" researching the form of advertising language on Instagram social media. The results of the study show that there are forms of language in the form of Minang language, slang, and English. The similarity between Adha et al.'s research and the research conducted is that both examine the forms of language. The difference between Adha et al.'s research is that it only examines the forms of language, while this study finds out the purpose of the TikTok social media advertising discourse. According to the results of the study by Winarti et al. (2024) entitled "Analysis of the Linguistic Landscape of Kota Harapan Indah Advertisements and Their Recommendations as Class VIII Advertising Text Brochures", the results of the study show that there are forms of language in the form of Indonesian with English, Arabic with Indonesian, and Indonesian, English, and Japanese. The similarity between Winarti et al.'s research and the research conducted is that both examine the forms of language. The difference between Winarti et al.'s research is that it only examines the forms of language, while this study finds out the purpose of the TikTok social media advertising discourse.

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CONCLUSION

Based on the results and discussions that have been described above, it can be concluded that the form of language and the purpose of advertising discourse on the TikTok social media platform contains language variations according to the theory of (Hendrastuti, 2015). So the form of language used on the TikTok social media platform that was found was 1) Indonesian and Javanese, 2) Indonesian and Balinese, 3) Indonesian and English, 4) Indonesian and Korean, 5) Indonesian and Japanese, 6) Indonesian and Italian, 7) Indonesian and Javanese and English, 8) Indonesian and Minang and Korean, 9) Indonesian and Japanese and English, 10) Indonesian and French and Italian

and English and Japanese, and the purpose of advertising discourse is, 1) attracting attention, 2) attracting interest, 3) changing actions.

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