

## LANGUAGE FUNCTION IN KFC ADVERTISEMENT'S VIDEO

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*Abstract*—This study aimed to analyse the type of language functions communicated in KFC advertisements video, as well as the sentence types used to convey those language functions. The data of this study was taken from YouTube and transcripts of KFC advertisements spanning from February 2022 to January 2023. This study analysed six different KFC advertisement videos. A descriptive qualitative method was performed on the data to describe the language functions and sentence types. The study also used of a quantitative method to highlight and illustrate the occurrences of language function types and sentence types. The data was collected through observation method. The data were collected using a multi-step process that included searching and selecting KFC advertisement videos on YouTube, listening and transcribing the utterance of KFC advertisement, categorizing the utterance into the types of language functions used in KFC advertisements, and finally analysing the types of sentences. This investigation used two theories to achieve its objectives. Theory by Jakobson (1980) used to analysed the types of language function, contrasted with the theory by Quirk and Greenbaum's (1990) which was used to analysis of the sentence types employed to present those language functions. As the result, the KFC advertisements video had 31 utterances contained language functions in KFC advertisements video. There were referential functions, emotive functions, conative functions, phatic functions, metalingual functions, and poetic functions.

*Keywords*—language function; KFC; advertisement

### 1. Introduction

Language is one of social phenomenon on society. In life, people need languages as media communication to express their thought and feelings. Language is one of the important communication tools for human life to be used as a way to interact with other people. Language as a communication tool has a very important role, because it is used to transfer messages and information from speakers to listeners or audiences. The important meaning of communication is to convey messages, convey moral values, or share experiences (Hiebert, 1982). The medium known as advertising makes frequent use of the communicative power of words.

Advertisements are an excellent method of reaching a large number of people with information about a new offering. Advertisements as defined by Gilson and Berkman (1980), is "persuasive communication media" designed to elicit a response and further either neutral or promotional objectives. Television, newspapers, magazines, and different forms of social media are common places to encounter advertisements. Many businesses now use video advertisement that are published on YouTube and other video sharing sites. Advertising on YouTube may be made more objective via careful word choice and presentation. In this case, the use of words in advertising is crucial. Therefore, it's important for an advertising to know how language works by its functions.

Jakobson (1980) identified six components of language function, there are referential, emotional, conative, phatic, metalingual, and poetic functions. In addition, a variety of sentence types exist. According to Quirk and Greenbaum (1990), there are four different types of sentences, there are declarative, imperative, interrogative, and exclamative sentence. The types of sentences are supported by the theory proposed by Quirk and Greenbaum (1973) about sentence element.

Based on the statement above, this study was conducted to identify the language functions represented in KFC advertisements. This KFC advertisements video were chosen because KFC has a lot of food products that well-known in a public. It promotes a number of fast-food products spread across the world. The writer tries to find out what the advertiser are trying to offer and how it can help to attract the target audience by implementing the language function.

Other investigations undertaken by other researchers are required to support this investigation. The findings of other researchers served as an inspiration for this study. The first study was conducted by Wahyuni (2021) in analysis of language function found in Mulan movie are used a qualitative method. The result of this study was the researcher found three types of language function, there are main function, social function, and making communication work. The second study was conducted by Lesmana (2019) in analysis of language function used by pool concierge at Hardrock Hotel. This analysis used qualitative method. The result of this study was the researcher found seven types of language function, there are instrumental function, regulatory function, interactional function, personal function, heuristic function, imaginative function, and representation function. The third study was conducted by Ananda (2020) in analysis of language function in the discourse produced by traditional medicine sellers. The result of this study was the researcher found three types of language function, there are informative function, directive function, and phatic function. The fourth study was conducted by Santika (2022) in analysis of language function from Balinese daily conversation. The result of this study was the researcher found five types of language function there are expressive function, informative function, directive function, aesthetic function, and phatic function. The last study was conducted by Melani (2022) in analysis of language function in hospitality advertisement during the covid-19 pandemic. The result of this study was the researcher found six types of language function, there are referential function, emotive function, conative function, phatic function, metalingual function, and poetic function. It can be seen that all reviews discussed about language function with different data source.

According to the background described above, the aims of this study were: (1) To examine the types of language functions used in KFC advertisements video on You Tube, (2) To analysis the types of sentences are used to present those language function in KFC advertisements video on You Tube. The KFC advertisements video has a wide variety of language function. The study become interesting since it presented the analysis of language function in KFC advertisements video on You Tube, and explained in detail in order to make it easier for the addressees to understand the messages contained in its advertisements.

## **2. Research Method**

This study employed a descriptive qualitative method to examine language functions and sentence types in KFC advertisements. The data of this study was taken from YouTube and transcripts of KFC advertisements spanning from February 2022 to January 2023. This study analyzed six different KFC advertisement videos. The data were collected using a multi-step process that included searching and selecting KFC advertisement videos on YouTube, listening and transcribing the utterance of KFC advertisement, categorizing the utterance into the types of language functions used in KFC advertisements, and finally analyzing the types of sentences. The data were analyzed according to six types of language function on the Roman Jakobson theory (1980) such as referential function, emotive function, conative function, phatic function, metalingual function, and poetic function. Both formal and informal method were used to communicate the result of the study. A table was created to formally explain the language functions and sentence types that may be found in KFC advertisements. On the other hand, the analysis of data from KFC advertisements was described using the informal approach.

## **3. Result and Discussion**

### **Result**

The six functions of language as proposed by Jakobson (1980) were found in KFC advertisements video. Each of those six functions of language were referential function, emotive function, conative function, phatic function, metalingual function, and poetic function. There were 31 utterances found in KFC advertisements video that were categorized into six functions. The result are shown in the table below:

TABLE 1  
TYPES OF LANGUAGE FUNCTION IN KFC ADVERTISEMENTS VIDEO

No	Types of Language Function	Frequency	Percentage (%)
1	Referential	9	29,04%
2	Emotive	8	25,80%
3	Conative	3	9,68%
4	Phatic	6	19,35%
5	Metalingual	2	6,45%
6	Poetic	3	9,68%
	<i>Total</i>	31	100%

The table demonstrates that the six functions of language described by Jakobson (1980) were found in KFC advertisements video. There were 29,04% referential functions, 25,80% emotive functions, 9,68% conative functions, 19,35% phatic functions, 6,45% metalingual functions, and 9,58% poetic functions. It can be seen the most dominating language function that occurred was referential function because most of the content of KFC advertisements video provides information about their products including the new product or the capability of the product. The metalingual function was in the lowest degree due to the utterance used in the advertisements mostly could be understood, therefore there was only a few words that needed to be explained more using metalingual function.

## Discussion

### Referential function

Referential function of language as defined by Jakobson (1980), is to transmit information about the facts. There is a heavy emphasis on context with this function. It may be used to disseminate information to the addressees. The data of referential function in KFC advertisements video can be seen below:



*Figure 1 KFC Red Hot Chicken*

### Data 1

**KFC Red Hot chicken is making a fiery comeback in this Lunar New Year**

The data above was classified as referential function because the addresser provided information that KFC red hot chicken is making a fiery comeback in this Lunar New Year to consumers. The sentence **KFC Red Hot chicken is making a fiery comeback in this Lunar New Year** contained Subject, Verb, Object, and Complement. This sentence belonged to declarative sentences because the subject comes before the verb and it ends with a full stop. In the video, the speaker convey information and delivered these sentences in a normal tone (Quirk and Greenbaum, 1990).

The usage of declarative sentence is clearly linked to the referential function. Since both serve to convey information, there is a correlation between them in terms of conveying information to the addressee.

### **Emotive function**

The purpose of the emotive function of language is to transmit information about the speaker's feelings, thoughts, and ideas. The addressee is the main target of this function of language (Jakobson, 1980). The data are shown below here:



*Figure 2 KFC Red Hot Chicken*

### **Data 2**

**I know what you're thinking  
But this isn't just a lunar new year ad!**

The data above were classified as emotive function because in the data above, the addresser conveyed about his feeling of the addressee. He told that he knew what listeners were thinking, but he wanted to emphasize that it's not just a lunar new year ad. The elements of the sentence **I know what you're thinking!** were I (Subject), know (Verb), what your thinking (Object). The elements of the sentence **But this isn't just a lunar new year ad!** were But (Conjunction), this (Demonstrative Pronoun), isn't (Verb), just (Adverb), a lunar new year ad (Object). Those sentences were categorized as exclamative sentences because those sentences ended with exclamation mark which showed the excitement of the speaker when telling about his feelings (Quirk and Greenbaum, 1990). It also showed through the higher tone of the speaker when conveying those sentences.

The usage of exclamative phrases is clearly linked to the emotional function. Presenting emotive function using exclamative sentence produced a strong impression in conveying speaker's feelings. The speaker demonstrated his enthusiasm in conveying his feelings, indicating his excitement about the uniqueness or special quality of the product being discussed.

### **Conative function**

Convincing an audience to take some kind of action is what the conative function of language is all about. This function focuses on the addressee. It is frequently given a directive in the form of a command, request, or order (Jakobson, 1980). The data are shown below here:



Figure 3 KFC Turkey Baconized Zinger – The “Baconiest” Burger Yet

### Data 3

**And save your appetite for the new KFC turkey baconized singer.**

The data above was classified as conative function because in the data above, the speaker focused on the addressees by telling the addressee to control their appetite or not spend their appetite on other things, because there is a new product from KFC that is attracting attention, namely "KFC turkey baconized singer." Indirectly, the speaker wanted to attract the attention of addressees and arouse their curiosity about new KFC products by portraying the product as something unique and interesting. The elements of the sentence **And save your appetite for the new KFC turkey baconized singer** were And (Conjunction), save (verb), your (Subject), appetite (Object), for the new KFC turkey baconized singer (Adverbial). They belonged to imperative sentences because the sentence had begun with verb and they direct the listener to act in one of two ways. This sentence attempt to influence the listener to comply with the speaker's wishes (Quirk & Greenbaum, 1990).

It can be seen that conative function and imperative sentence had correlation. The conative function is employed to persuade others, while imperative sentences are utilized to command or ask the other people to do something.

### Phatic function

One of the most common uses of language is in its phatic function, which is to grab listeners attention. This function focuses on contact. Besides used to attract people's attention, this function also used to build communication and to check whether the addressees still give their attention to the speaker or not (Jakobson, 1980). The data could be seen below:



Figure 4 KFC Mac 'N Cheese Kentaco

#### Data 4

##### Why did we make a hot and crispy chicken taco?

The data above was classified as phatic function because in the data above, the addresser intended to grab the addressees' interest by asking **Why did we make a hot and crispy chicken taco?** The elements of the sentence **Why did we make a hot and crispy chicken taco?** were Why (Conjunction), did (verb), we (Subject), make (Verb), a hot and crispy chicken taco (Object). It belonged to interrogative sentence because the sentence was formulated in the form of question (Quirk and Greenbaum, 1990), especially WH-question form. It could be used to ask for information and to attract people's attention. This sentence always concludes with a question mark. Interrogative sentences could be categorized into three types, such as yes-no questions, WH-question, and alternative or choice question. WH-question begins with what, when, where, who, why or how. Therefore, this sentence was classified as an interrogative sentence.

It could be seen that phatic function and interrogative sentence had correlation. Phatic function used to attract people's attention, and interrogative sentence also could be used to attract people's attention. Therefore, using interrogative sentences to present the phatic function was appropriate.

#### Metalingual function

Metalingual function describes when one language is used to explain another language or language features, where this function focuses on code (Jakobson, 1980). The data could be seen below:



Figure 5 KFC Parmesan Truffle

#### Data 5

**This gift tastes like Mug!**

**This gift tastes Amazing!**

The data above were classified as metalingual function because in the data above, the language used to explain about the product which was in this gift tastes like Mug, but the other gift tastes amazing. The utterance above used to tell that the gift indicated by the speaker was tastes like Mug, but on the other hand there was extraordinary gifts with mouthwatering flavors and delights as food products from KFC.

The sentence **This gift tastes like Mug!** were This gift (Subject), tastes (Verb), like Mug (Object). The elements of the sentence **This gift tastes Amazing!** were This gift (Subject), tastes (Verb), Amazing (Adjective). Both sentences ended with exclamation mark. Those sentences were used to emphasize that the new product of KFC was amazing as a unique product from KFC. They belonged to exclamative sentences because the sentences ended with exclamation mark which was as the mark of strong feeling of the speaker to convey about the product (Quirk and Greenbaum, 1990). It also could be seen from the high tone of the speaker in the video which showed the speaker's excitement.

It could be seen that metalingual function and exclamative sentence had correlation. Metalingual function used to explain language features, and exclamative sentence used to show the excitement of the

speaker. The combination of them produced the speaker's enthusiasm in describing language features that could increase the addressees' interest.

### **Poetic function**

The purpose of poetic function is to elicit a positive emotional response from the addressee, where this function focuses on the message. It usually found in slogan. However, some sentences used this function to make the messages conveyed nicer. This function usually applied with rhyme (Jakobson, 1980). The data could be seen below:



*Figure 6 KFC Parmesan Truffle*

### **Data 6**

#### **Now that feels Finger Licking Good!**

The data above was categorised as having a poetic function since the speaker's intention in using the phrase **Now that feels Finger Licking Good!** was to promote the brand's tagline. The elements of the sentence **Now that feels Finger Licking Good!** were Now (Adverbial), that (Subject), feels (Verb), and Finger Licking Good (Object). It belonged to exclamative sentence because the sentence above ended with exclamation mark which showed the strong feeling of the speaker in conveying the message (Quirk and Greenbaum (1990).

It could be seen that poetic function and exclamative sentence had correlation. Poetic function used to make the messages nicer, and exclamative sentence used to show the excitement of the speaker. The combination of them produced nice message that conveyed with the excitement of the speaker.

### **4. Conclusion**

According to the findings and discussion above, the Jakobson (1980) theory was applied to the KFC advertisements video which found 31 data of language functions offered by different types of sentences. Those language functions were 29,04% referential functions, 25,80% emotive functions, 9,68% conative functions, 19,35% phatic functions, 6,45% metalingual functions, and 9,58% poetic functions. The most dominating language function that occurred was referential function because most of the content of KFC advertisements video provides information about their products including the new product or the capability of the product. The metalingual function was in the lowest degree due to the utterance used in the advertisements mostly can be understood. The types of sentences employed to express these language functions were analyzed using Quirk and Greenbaum's (1990). These sentence types comprised declarative sentences, imperative sentences, interrogative sentences, and exclamative sentences, which was supported by the theory proposed by Quirk (1973) about sentence element.

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