

EXPLORING CONTEXT AND THEIR ROLE IN CONVEYING ADVERTISING MESSAGES IN BCA'S ADVERTISEMENT *TIBA TIBA RAMADHAN TIBA!*

ABS-ICOLLITE-23091

Nadiya Nazhifa Putri Andriani

Universitas Padjadjaran



INTRODUCTION

Conversation is a way for people to express themselves and exchange ideas. Conversation nowadays does not take place solely in real life; it also takes place in digital platforms such as commercials. When talking about conversation, we will also be talking about context. With the rise of commercials that use human conversation for advertising, it is interesting to know how context can effectively convey advertising messages.

This study will explore the context behind BCA advertisement titled *Tiba-tiba Ramadan Tiba!* The conversation from the commercial will be analysed using previous studies about context to find which type of context is mostly used in the commercial. Furthermore, the mostly used context will be analysed further to determine how context can effectively advertise a product or service.



LITERATURE REVIEW

Why BCA's Advertisement?

- According to Kadhim (2023), **advertisers often use persuasive language** to advertise and create an image for the promoted product or service.
- The **Tiba-tiba Ramadan Tiba!** commercial **uses conversation and utterance** rather than persuasive words or slogans.
- BCA (Bank Central Asia) is one of Indonesia's leading banks that has more than **34 million customers** per December 2022.

Why Pragmatics? Why Context?

- Pragmatics, studies the relationship between language and meanings communicated by its users
- Context is a concept that studies the mutual understanding and informations between users (Pranowo, 2020).
- Previous studies regarding contexts **mainly discusses the context in social media** (Barbulet, 2013; Thurlow & Poff, 2013).
- Previous studies on advertisement also **mainly analyse speech acts in commercials** (Aditria & Rizqiya, 2021; Novianti & Maliyani, 2018; Simon & Dejica-Cartis, 2015).

METHOD

- **To avoid overlooking certain scenes or dialogue**, the commercial were repeatedly watched, recorded, and written down to become data for this study.
- The collected data will then be discussed by **applying the context theory from several previous studies** conducted by Cutting (2002), Dash (2008), Song (2010) and McMannis (1988) on Damopolii et al. (2013).
- After finding the most present context, this article will discuss how contexts convey advertising purposes **by applying the context theory to the previous study about online advertising** by Liu-Thompkins (2019).

FINDING AND DISCUSSION

From the data, it can be found that in the Tiba-tiba Ramadan Tiba! commercial, **the situational context is the most used context.**

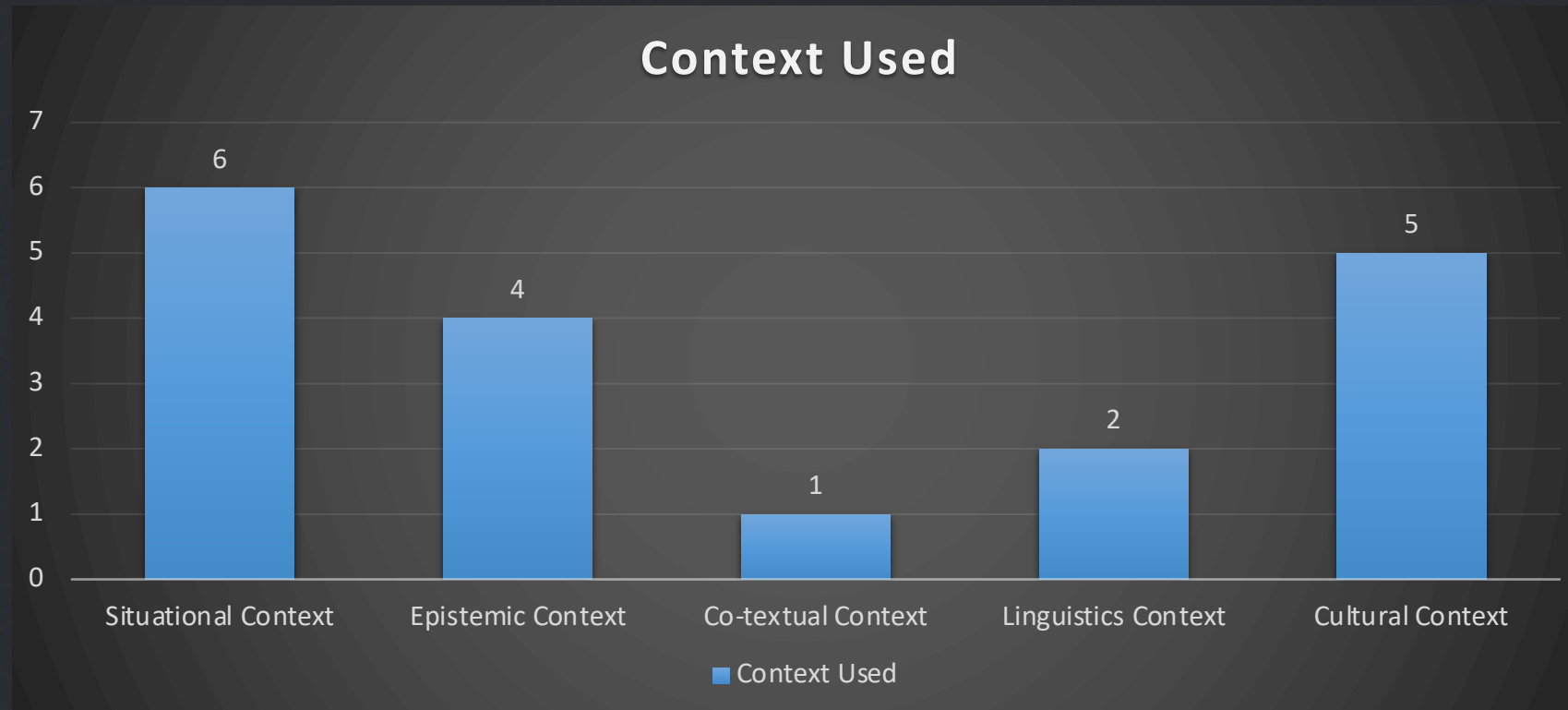


Fig 1. Types of context used in Tiba-tiba Ramadan Tiba! commercial

FINDING AND DISCUSSION

Situational Context

Hakim: Yang belum mandi, mandi, ayo! Kita Tarawih. Hakim's grandchild: Sabun abis nih! Teman cucu Hakim 1: Sampo juga abis nih! Teman cucu Hakim 2: Di atas, sabun sama sampo abis! Teman cucu Hakim 3: Odolnya abis nih!	Hakim: Those who haven't showered yet, go shower, we are going to Taraweeh. Hakim's grandchild: The soap has run out! Hakim's grandchild's friend 1: The shampoo too! Hakim's grandchild's friend 2: Here on the second floor, the soap and shampoo are all out too! Hakim's grandchild's friend 3: The toothpaste here is also out.
---	--

Fig 2. A conversation between Hakim and her grandchild and his friends.

Epistemic Context

Cucu Hakim: Tiba-tiba ingat nih. Eyang udah bayar zakat belum? Hakim: Astagfirullahaladzim. Lupa (langsung membayar zakat dengan BCA mobile)	Hakim's Grandson: I suddenly remembered this. Have you paid zakat yet? Hakim: Astagfirullahaladzim. I Forgot (proceed to pay zakat with BCA mobile)
---	--

Fig 3. A conversation between Hakim and her grandson.

Linguistics Context

Hakim: Ini dimasak juga, ya (menyajikan belanjaan)	Hakim: You have to cook this too (serves groceries)
--	---

Fig 4. Hakim utterance when she is giving groceries to her cooks.

FINDING AND DISCUSSION

Cultural Context

Pria: Kita butuh sesuatu dari ibu	A Man: We need something from you
Hakim: Maaf pak, dompet saya tertinggal. Tidak ada cash. Tidak ada kartu.	Hakim: Sorry sir, I left my wallet. I have no cash, no cards.
Pria: lalu, apa yang akan ibu lakukan?	A Man: Then, what are you going to do?
Hakim: Bon. Kasbon	Hakim: Receipt. Cash receipt
Pria: Kalau Qyuris bagaimana, bu?	A Man: How about Qyuris, ma'am?
Hakim: Maksud bapak QRIS?	Hakim: You mean QRIS?
Pria: Qyuris BCA.	A Man: Qyuris BCA.
Hakim: Oooh. Dibacanya QRIS, pak. Kan saya QRIS ^{tine} Hakim. Bukannya Qyuristine Hakim.	Hakim: Oooh. It's spelled QRIS, sir. Like my name QRIS ^{tine} Hakim, not Qyuristine Hakim.

Fig 5. A conversation between Hakim and A man.

Co-Textual Context

Hakim: Tiba-tiba masak juga jadi tambah. Karena tiba-tiba, cucu mau datang. Dan tambah bawa teman pula dua orang! (cuplikan pesan dari cucu Hakim yang menyatakan "Halo Eyang, aku minggu depan pulang. Sekolah sudah libur.")	Hakim: Suddenly the amount of cooking also increases. Because suddenly, my grandchild wanted to visit. And he brings two friends too! (snippet of a message from Hakim's grandson stating "Hello grandma, I'll be back next week. I'm on vacation.")
--	--

Fig 6. Hakim utterance about the amount of cooking needed to do

FINDING AND DISCUSSION

- Situational contexts mainly refer to the environment,
- time, and place where the speakers and hearers are present.
- Grewal et al. (2016) on Liu-Thompkins (2019) stated that the effect of an advertisement on customers depends on its context.
- Van't Riet et al. (2016) on Liu-Thompkins (2019) also mentioned that customers in the same location tend to react similarly to advertisements.
- Situational context in advertisement would make advertisement more relatable and personalised.

CONCLUSION

Based on the analysis, there are six situational contexts, four epistemic contexts, one co-textual context, two linguistics contexts, and five cultural contexts in BCA'S Tiba-tiba Ramadan Tiba! commercial. It is found that the most used context behind this advertisement is **situational context**. Aligning situational context with previous research done by Liu-Thompkins (2019), it can be concluded that situational context can make an advertisement **become more relatable and personalised**.

REFERENCES

- Aditria, N., & Rizqiya, R. S. (2021). A SPEECH ACT ANALYSIS OF WRITTEN ADVERTISEMENT OF COSMETIC BRAND IN INDONESIA. *PROJECT (Professional Journal of English Education)*, 4(4), 560. <https://doi.org/10.22460/project.v4i4.p560-567>
- Barbulet, G. (2013). Social Media- A pragmatic Approach: Contexts & Implicatures. *Procedia - Social and Behavioral Sciences*, 83, 422–426. <https://doi.org/10.1016/j.sbspro.2013.06.083>
- BCA. (2022, December 31). *Tentang BCA*. www.bca.co.id. <https://www.bca.co.id/id/tentang-bca>
- Bohn, M., & Frank, M. C. (2019). The Pervasive Role of Pragmatics in Early Language. *Annual Review of Developmental Psychology*, 1(1), 223–249. <https://doi.org/10.1146/annurev-devpsych-121318085037>
- Cutting, J. (2002). *Pragmatics and discourse: a resource book for students: A, B, C, D*. Routledge.
- Dash, N. S. (2008). Context and Contextual Word Meaning. *SKSE Journal of Theoretical Linguistic*, 21–31.
- Damopolii, V. L. F., Mahdi, S., & Sujatna, E. T. S. (2013). The Strategies of Conveying Speaker and Hearer as Cooperators in Conversation Class: Sociopragmatic Analysis. *International Journal of Linguistics*, 5(3), 115. <https://doi.org/10.5296/ijl.v5i3.3901>
- Kadhim, B. J. (2023). INVESTIGATING PRAGMATIC TRAPS IN ADVERTISING MESSAGES OF ZAIN – IRAQ TELECOMMUNICATION COMPANY. *European Journal of Applied Linguistics Studies*, 6(1). <https://doi.org/10.46827/ejals.v6i1.423>
- Liu-Thompkins, Y. (2019). A Decade of Online Advertising Research: What We Learned and What We Need to Know. *Journal of Advertising*, 48(1), 1–13. <https://doi.org/10.1080/00913367.2018.1556138>
- Novianti, F., & Maliyani, R. R. D. (2018). AN ANALYSIS OF SPEECH ACT IN ADVERTISING OF CHILD MILK ON TELEVISION. *PROJECT (Professional Journal of English Education)*, 1(3), 269. <https://doi.org/10.22460/project.v1i3.p269-274>
- Pranowo. (2020). THE ROLE OF CONTEXT IN THE INTERPRETATION OF PRAGMATIC MEANING. *RETORIKA: Jurnal Bahasa, Sastra, Dan Pengajarannya*, 13(2). <https://doi.org/10.26858/retorika.v13i2.12666>
- Purwandari, S. A., Hidayat, D. N., Waliyadin, W., & Syafii S, M. (2022). The Analysis of the Song Lyrics of the Energy of Asia Music Album from the Perspective of Systemic Functional Grammar. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, 10(1), 718–729. <https://doi.org/10.24256/ideas.v10i1.2781>
- Sapir, E. (2014). *Language: an introduction to the study of speech*. Cambridge University Press.
- Simon, S., & Dejica-Cartis, D. (2015). Speech Acts in Written Advertisements: Identification, Classification and Analysis. *Procedia - Social and Behavioral Sciences*, 192, 234–239. <https://doi.org/10.1016/j.sbspro.2015.06.033>
- Song, L. (2010). The Role of Context in Discourse Analysis. *Journal of Language Teaching and Research*, 1(6). <https://doi.org/10.4304/jltr.1.6.876-879>
- ThurLOW, C., & Poff, M. (2013). 7. Text messaging. In *Pragmatics of Computer-Mediated Communication* (pp. 163–190). De Gruyter Mouton. <https://doi.org/10.1515/9783110214468.163>
- Yule, G. (1996). *Pragmatics*. Oxford Oxford Univ. Press.

THANK YOU!

