

## The Language Style of PKK Women in Promoting Telang Tea as the Main Product of the Karangbong Community

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### ABSTRACT

#### Keywords:

Language  
Language style  
Metaphor  
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Language is a medium for communication that is used to convey information to the interlocutor in the form of letters, words, punctuation marks, and sentences. In a language, there is a style of language that is used to beautify a sentence like the people of Karangbong, especially PKK women, who use metaphorical language to promote Telang Herbal Tea (TETEh) through Instagram. The metaphor style is to compare something without using conjunctions as a comparison. In this case, it can be interpreted that the metaphor has a figurative meaning or not the actual meaning. Therefore, this article aims to find out the language styled by PKK Karangbong Village women in promoting Telang products and promotions on e-commerce platforms. The method used in this article is qualitative with a descriptive-analytic approach. The research subjects were PKK mothers in Karangbong Village. The research material object is TETEh product packaging and TETEh product advertisements on the account @pkmpm.healthteamom, while the formal object is language style and function. The type of data in this study is meaningful data in the form of words, phrases, and sentences that reflect the types and meanings of the figurate language contained on the TETEh product packaging and the Instagram account @pkmpm.healthteamom. The source of this research data is secondary data – techniques used in collecting data with documentation, reading, and rerecording.

### INTRODUCTION

As a medium for communication, language is a means of conveying messages or information to the interlocutor which is mutually agreed upon in the form of symbols [1], [2]. One of the ways to convey a language, the symbols or symbols used are in the form of letters, words, punctuation marks, and sentences [3]. According to Chaer [4] states that the function of language is a system of sound symbols that are arbitrary to interact and identify themselves. Good Indonesian is a language that is appropriate to the situation and conditions and is effective in conveying intentions to the other person. Meanwhile, correct Indonesian is Indonesian according to the rules of the standard language [5].

Indonesian is open and capable of developing and carrying out their function as a means of communication in modern society [6]. In this modern era, many people are starting to express themselves and communicate through social media. One of them is used to promote the product to be sold. The urgency of using language style is to heed language so that it looks attractive and has a special meaning in it. Keraf [7] states that in conveying messages or information, everyone has a different style of language. Crafts in [8] argues that language style is based on sentence structure: "The structure of sentence pieces can be used as the basis for creating language style. In language studies, there is a study of language style which is principally influenced by the form and type used [9].

According to Tarigan [10] reveals that language style is a form of rhetoric, namely the use of words spoken and written to persuade or influence listeners and readers. In the use of

language, styles can use a variety of language styles. The variety of language styles varies greatly, one of which is often used in promoting a product, namely metaphorical language style. The style of metaphor is to compare something without using conjunctions as a comparison, Rahayu [11]. In line with Keraf's opinion, metaphors have a very simple structure, that is, there is something to talk about and there is something to compare, Keraf in [12] mentions that the structure of the metaphor is very simple, that is, there is something to talk about, and there is something to compare it to.

According to Ganie in [11] figure of speech or figurative language is a beautiful language used to enhance the effect by introducing and comparing an object or certain things with other objects or things that are more common. Metaphors are the same as similes that have a resemblance to an analogy that is usually used to promote a product. Promoting a product, especially on social media, must be interesting. Not only in terms of packaging, but the diction that is structured to attract consumers is also very important. The use of metaphorical language styles used to promote herbal Telang tea is used more variedly. As is the case with Aminuddin's opinion in Anisa [13] who argues that language style or style is a way to present ideas according to the goals to be achieved used by the author.

One of the communities that use metaphorical language style when promoting is the community of PKK Al-Mubarakah mothers in Karangbong Village. The Al-Mubarakah PKK mothers aim to use this metaphorical style of language to express thoughts through diction in the promotion of TETEHEH Telang Herbal Tea products. This is supported by Keraf's opinion in [14] which reveals that the better the style of language used, the better people's evaluation of it, as well as the worse someone uses the style of language, the worse the assessment given.

The TETEHEH product is a superior product from Karangbong Village because it is cultivated directly by PKK Al-Mubarakah mothers in Karangbong Village. In addition, the use of metaphors aims to attract readers' attention to superior products promoted on Instagram. Sabino in [15] revealed that in Instagram media you can directly use effects to adjust photo coloring as you wish and creativity so that in the process of promotion on Instagram social media, the words used are in the form of parables that are not true meanings. Therefore, as for some of the problem formulations contained in this article, (1) what is the metaphorical language style of Karangbong Village PKK women promoting telling tea products?, (2) what is the metaphorical language style of Karangbong Village PKK mothers promoting on the platform e-commerce? For this reason, this article aims to find out the style of language used by PKK Karangbong Village mothers in promoting Telang tea products and promotions on e-commerce platforms. Analysis of language styles in product promotion by PKK Al-Mubarakah women is very important to be researched and studied in more depth to know and understand the pattern of people's language styles in promoting their superior products. In addition, it can be used as material for other similar research knowledge related to the topic of language style in product promotion on Instagram social media.

## RESEARCH METHOD

This research is qualitative research with a descriptive-analytic approach. The research material object is TETEHE product packaging and TETEHE product advertisements on the account @pkmpm.healthteamom, while the formal object is language style and function. Data collection was carried out using digital ethnographic methods to examine product promotions [16]. The type of data in this study is meaningful data in the form of words, phrases, and sentences that reflect the types and meanings of the figurative language contained on TETEHE product packaging and the Instagram account @pkmpm.healthteamom. The source of this research data is in the form of secondary data, namely data obtained indirectly from the source, namely words or sentences contained in the TETEHE product packaging and the Instagram account @pkmpm.healthteamom.

Techniques used in collecting data with documentation, reading, and recording. Documentation techniques are used to document the TETEHE product and then analyze the figurative language of the metaphor. Meanwhile, the reading and note-taking technique is reading product promotion posts, but the Instagram account @pkmpm.healthteamom carefully and repeatedly. Reading and note-taking techniques are used to gain a deep understanding of the data studied.

## RESULTS AND DISCUSSION

Based on the results of the analysis, there is one sentence containing a metaphor on the TETEHE product packaging and six sentences containing a figurative language style. This can be seen in Table 3.1 below:

Table 3.1. The results of sentence analysis on TETEHE product promotion

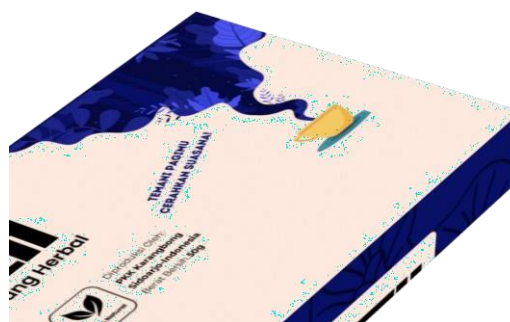
No	Sentences	Metaphor
1	In Indonesia: <i>"Temani pagimu cerahkan suasana"</i> In English: <i>"Friend your morning brightens the atmosphere"</i>	<i>"Temani"</i> <i>"Cerahkan"</i>
2	In Indonesia: <i>"Segarnya bukan kaleng-kaleng"</i> In English: <i>"Fresh not canned"</i>	<i>"bukan kaleng-kaleng"</i>
3	In Indonesia: <i>"Jangan pandang sebelah mata, kesehatan yang utama"</i> In English: <i>"Don't look down on your eyes, health is the main thing"</i>	<i>"pandang sebelah mata"</i>

4	In Indonesia: "Biru Enak! Ungu Enak!" In English: "Delicious Blue! Delicious Purple"	"Biru" "Ungu"
5	In Indonesia: "Khasiatnya juara" In English: "Benefits of great"	"Juara"
6	In Indonesia: "Tanggal tua semakin membuat lelah?" In English: "Old date makes you tired?"	"Tanggal tua"
7	In Indonesia: "Harga ramah kantong, kualitas tidak remeh" In English: "Pocket-friendly prices, quality is not trivial"	"Ramah kantong"

Based on the classification in Table 3.1, the following is a discussion regarding the style of metaphor used by PKK Al-Mubarakah women to promote TETEh products.

### 3.1 Metaphoric Language Style on TETEh Packaging

Most food or beverage products have a tagline in the form of a short sentence that characterizes a product. Taglines are useful so that consumers can easily remember products from a portion of food or drink. TETEh also has a tagline on its packaging. The tagline is in the form of a one-line sentence containing a figure-of-speech metaphor. This can be seen from the following discussion:



In Ind. "Temani pagimu cerahkan suasana"

In Eng. "Friend your morning brightens the atmosphere"

The word "friend" according to KBBI is a person who has long been known and is often related in certain matters, so the word friend can be interpreted as accompanying,

accompanying, and accompanying. The context of "friend" in this case is human. However, in this ad, the word "friend" is a metaphor because the TETEHE product is analogous to being a friend for consumers in the morning, even though TETEHE is a non-human product, as the meaning of a real friend refers to people. In addition, the phrase brightens the mood is a metaphor because the word "bright" in the sentence does not mean clear/bright but serves as an analogy that consuming TETEHE can calm the mind and nourish the body so that the day you go through becomes enjoyable.

### 3.2 Metaphoric Language Style in Promotions on Instagram @pkmpm.healthteamom

The TETEHE product advertisement that is displayed on Instagram @pkmpm.healthteamom as a form of beverage advertisement, displays images of TETEHE products that have been brewed in the form of herbal teas. In the picture, there is a tagline that contains a figure-of-speech metaphor. This metaphor can be seen from the following data:

- (1) *Segarnya bukan kaleng-kaleng* (in Ind.)  
"Fresh not canned" (in Eng)



[https://www.instagram.com/p/CvOph6jvEDi/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRlODBiNWFiZA==](https://www.instagram.com/p/CvOph6jvEDi/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFiZA==)

The word "kaleng" according to KBBI is tin-plated thin iron. However, in the advertisement, the word "kaleng" does not refer to thin metal, but contains figurative language. "*bukan kaleng-kaleng*" refers to the freshness produced by eggplant tea, so it can be interpreted that the freshness produced from eggplant tea is of good quality and not just random.

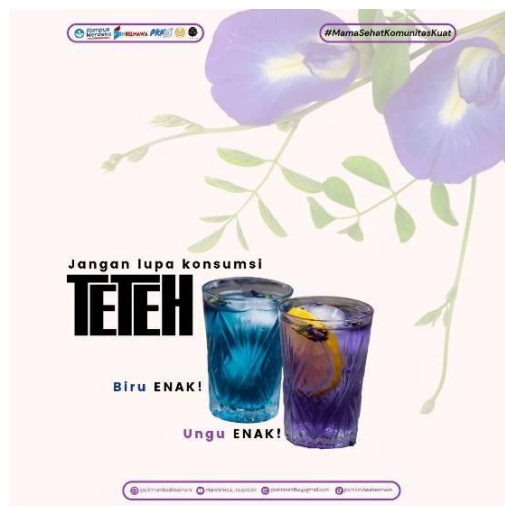
- (2) *Jangan pandang sebelah mata, kesehatan yang utama* (in Ind.)  
"Don't look down on your eyes, health is the main thing" (in Eng)



[https://www.instagram.com/p/CvTwmGgvIGN/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CvTwmGgvIGN/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)

As a herbal product, the tagline of the TETEh product promotion also contains a message about health. The message is conveyed through a short sentence full of meaning which is beautified by inserting a figure of speech to make it seem more beautiful. "*pandang sebelah mata*" in the advertisement contains figurative language because what is meant does not mean looking at something using only one eye, but means belittling. So, the purpose of the sentence from the ad is not to underestimate health because health is the main thing in life.

- (3) *Biru enak!, Ungu enak!* (in Ind)  
*Delicious Blue! Delicious Purple!* (in Eng)



[https://www.instagram.com/p/CvTwdSvJxf/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CvTwdSvJxf/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)

"Biru" and "ungu" are colors, according to KBBI color is the impression that the eye gets from the light reflected by the objects it hits. In a real sense, color relates to the sense of sight, namely the eyes. However, in the advertisement, color is associated with the sense of taste. This is influenced by the word 'delicious' which represents the sense of taste. The

sentence in the ad is said to contain a metaphorical figure of speech because it uses color to represent the sense of taste. The blue and purple colors are called delicious because the TETEH product turns blue or purple when brewed. The color that appears on TETEH depends on the resulting flavor variant. Therefore, they are called "biru enak", and "ungu enak" because whatever color appears TEACH still tastes good.

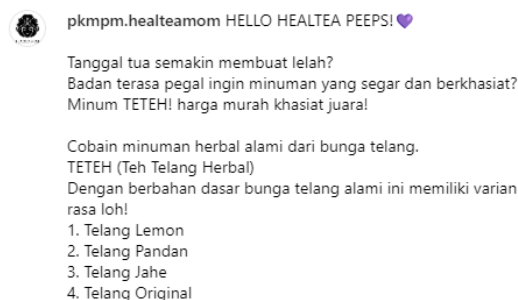
(4) *Khasiatnya Juara* (in Ind)  
*Benefits of great* (in Eng)



[https://www.instagram.com/p/CvTwpcQP-Hv/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CvTwpcQP-Hv/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)

The word "*juara*" in the tagline contains a metaphor because it considers TETEH's efficacy as a champion. According to KBBI, the great or champion is the person or team that won the last game. However, in the context of this sentence, the "great" is the efficacy of TETEH because it is made from herbal ingredients and contains compounds that can be used for health.

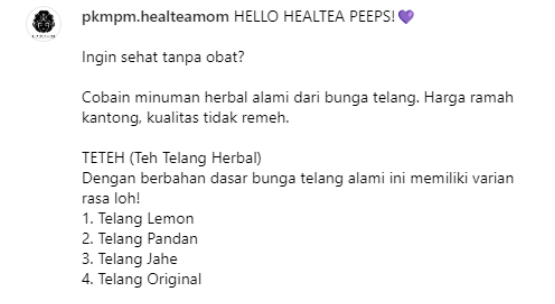
(5) *Tanggal tua semakin membuat lelah?* (in Ind)  
*Old date makes you tired?* (in Eng)



[https://www.instagram.com/p/CvTwpcQP-Hv/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CvTwpcQP-Hv/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)

The "*tanggal tua*" contained in the Instagram caption in product promotions like the picture above is a sentence that contains figurative language used as a simile when it's at the end of the month. At that time, some people were saving money, so the point of the advertisement was that TETEHE products had affordable prices for all people.

(6) *Harga ramah kantong, kualitas tidak remeh (in Ind)*  
*Pocket-friendly prices, quality is not trivial (in Eng)*



[https://www.instagram.com/p/CvOph6jvEDi/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CvOph6jvEDi/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)

The "pocket-friendly" written on the Instagram caption contains a figurative language style because the word is interpreted as a cheap price. By installing this tagline, the advertiser intends to convey a message that means that the price of TETEHE is cheap and can be purchased by any group of people.

## CONCLUSION

Based on the results of the study, the style of language in the form of a figure of speech was found in the advertising campaign carried out by the Karangbong Village PKK. The style of language is in the form of a metaphorical figure of speech which is used as a tagline and caption in promotional activities. The use of figurative language metaphor aims to attract the reader's attention to the superior product being promoted. So in the process of promotion on Instagram social media, the words used are in the form of parables that are not the real meaning. This can be seen from the metaphorical sentences in Instagram posts such as Friends your morning, brighten the atmosphere; Fresh, not canned; Don't look down on your eyes, health comes first; Delicious Blue! Delicious Purple; Benefits of great; Old date makes you tired?; and Pocket-friendly prices, quality is not trivial. The tagline is found on the packaging, as well as advertising posts for TETEHE products. By using the style of language used by Mrs. PKK to promote a product, aims to attract the attention of consumers. The tagline contained in this packaging design contains words that attract attention and provide consumers with the benefits of consuming TETEHE.



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