

# Symbolic Language War in Celluler Advertisement (A Critical Discourse Analysis)

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**Abstract:** *The research is about the phenomena of symbolic language war in cell ads. based on the issue above, I will describe the aims of forms and meanings behind and the social factor caused. The object of the research is all cell ads in Makassar that has been introduced in media whether visual or non-visual. The research was descriptive in introducing Bourdieu's social theory towards Nourman Fairlough's cda approach which I hope to find out declare the new prespective from both side.*

**Keywords:** CDA, symbolic language war, cell ads

## Chapter 1

### 1. Introduction

#### 1.1 Background

Cellular telephone (mobile) is a terminal which could be removable. This system is only moves from one coverage area to a distance of 5 - 10km transmission terminal / one unit of BTS (Base Transmission System). Originally called the mobile phone (cell phone) in Indonesia it has been introduced since 1979 by PT.INTI (Telecommunications Industry). At the time of this mobile phone is one of the telephone services called Mobile Telephone Connection (STB). Society 's phone service users is increasing from time to time in accordance with the demands of the demand for a range of mobile phone communication more broadly.

Given the demands made several cell phone carriers experiencing excess competition through service given to the community through various consumers. Indeed cellular variants produced with competitive rates. The evidence implied by the hard work of the team of creators in the field of advertising. The competitors compete in his creative imagination to create their works through the media that has been authorized by the government .It's welcomed this, and the entire nation of Indonesia has sought to continue to carry out development in various fields of life integrally and comprehensively.

This development has been undertaken during the process also refers to social and cultural changes in society. They are working harder do the discussion with telecom stakeholders on March 31, 2008. As is known, organized based telecommunications utility function with the goal of improving the welfare and prosperity of the people, and the telecommunications industry to build a healthy and sustainable.

It is expressly concluded that the advertising of telecommunications services offered by telecommunications carriers in print, electronic and outdoor media are considered not provide complete information resulting in misinterpretation among consumers, beyond the limits of ethics and do not give the value of education to society, and it violates provisions of Law No. 8 of 1999 on Consumer

Protection as follows: 1. Business actors in offering goods and / or services are prohibited from offering, promote, advertise or make a false or misleading statement regarding prices or rates, discounted bid (Article 10) ; 2. Advertising business actors are prohibited from producing advertisements that mislead consumers regarding the quality, quantity, price of goods and / or rates, contains false information, false or inaccurate about the goods and / or services (Article 17a) ; 3. Person who in charge towards advertising efforts produce banned violation of ethics and or provisions of laws and regulations regarding advertising (Article 17f).

To parse a negative impact, as noted above, the main emphasis is advertising and promotion of access to information from the manufacturer to the consumer. As a medium, either in the form of visual or oral, advertising has a tendency to influence the general public to achieve maximum profit targets. Concept and direction to the value - oriented as advertisement as mentioned. As economic strength, advertisement became an effective means for manufacturers to stabilize or continue to increase the supply of goods and services. While consumers by itself also requires advertising, especially when they are living in a society marked by rapid economic growth. In fact, as we know well that the ad(advertisement) is not aimed at enslaving humans to depend on any goods and services offered, but rather be master of himself and his money are freely determine to buy, delay or deny at all the goods and services offered.

Various types of services of the service provider has been present in any Indonesia. Indeed media campaign to convince users that use mobile phones to convince consumers that race somehow. Process of delivering something that is done through the media to the practicality of life. It was expected that people using the service provider has their offer. The Telecommunications service providers encompass all walks of life, ranging from; children, adolescents, youth, and parents. Mobile telecommunications world is still preoccupied with the war of price. Although, since the first appearance in the 90's, when the number of operators that operate more and more, the market position occupied by the players ' that 's it.

With such networking opportunities, corporate service providers offer a variety of advantages in searching for their customers. In a paper to appear in the ad, every sentence is a

statement that could be retested, sought relevance to the fact that the direction of the logic referred to and investigated repeatedly in order to test its coherence. However, the language used in advertisements in the electronic media and often do not conform with the rules of good and correct language.

Advertisement Language intended as a counter- image to the existence of public service announcements. Symbolic representation of the world is realized through language. With language, discourse producers can create the image to the audience as the figure most good, true, or the most powerful. Any discourse that is produced can be seen as a battle of ideology and power. One way to maintain the dominant ideology and seize control of the world is through symbolic. Using Bourdieu's (1991) notion of "symbolic violence", as mean to deal with the ads rather than "real" violence. Jufri (2006:51) states that symbolic power is the power that can be recognized from its goal to be recognized. Through the mechanism of symbolic war, symbolic power has the opportunity to expand the influence unnoticed by the subject. Finally, the dominated group felt it as a fairness.

Symbolic engineering is a mechanism created to control the symbolic world. Engineering is one of them realized through the war and the symbolic references through the symbolic value of the language. According to Latif and Ibrahim (1996:18), language is a social activity that is bound, constructed and reconstructed under certain conditions. Based on the idea that language can be understood as a representation of social relationships always form the subject, strategies, and specific discourse theme. Language is a medium to reconstruct a rule supported by the opinion Hardiman (2003:221) who says that in the social sphere there are restrictions in terms of communication because of the power relations. In a symbolic battle the forces are always there to give the name officially recognized, monopolize the legitimate vision of the social world and forced the views of a group over other groups. In a symbolic fight that competition among social actors in general aims at acquiring power. Power in the form of power intended to control perception, sight, vision, and also one's perspective and social groups. The event came to power struggles must be interpreted as an effort to produce and display the " world view " is the most recognized, most true, most legitimate. World -forming power through the most legitimate view is called the symbolic power. Symbolic power is the power of the invisible and known only from its goal of gaining power. Symbolic power works by using symbols as instruments of " coercive " to subordinate groups which contribute to reproduce the social order in accordance with the wishes of the dominant group.

Correspondence between the text and the real world can help create a condition to make into a whole discourse. Other factors such as culture also helps in creating coherence text has ideology. According Eriyanto (2002:2), the ideology of giving meaning to certain realities. The uniqueness is an interesting study. That " nothing wrong " with the representation of minorities in the media, even they believes that the images presented by the media is getting worse. The issue of symbolic language war in celluler advertising brings us to some important questions:

- Is the language in the media illustrations help us to understand or understand how a cell works?
- Overview of what is experienced as symbolic language in the media war?
- How language ideology celluler war in Makassar?
- How can we know the symbolic language of war in this cell?
- Or what words appear more frequently in the celluler war 's symbolic language?

For example:



From the examples above, I tend to using the approach described ads with Norman Fairclough (1995) in classifying a meaning in discourse analysis as follows as:

- Translation (express the same substance with the media). Meaning: Basically the media text is not value-free reality. At the point of the basic human consciousness, the text always includes interests. Text in principle has been taken as the reality of the siding. Of course the text used to win the fight idea, a particular interest of a particular class or ideology. Meanwhile, as a researcher began by making a systematic sample of media content into different categories based on the purpose of research.
- Interpretation (hold on to the material, look for the background, the context in order to put forward the concept more clearly). That is: the focus on the subject matter in order to interpret a text we could get a background of the problem so that we can then determine a concept of problem formulation to dissect the problem.
- Extrapolation (emphasis on the power of thought to catch it behind the tex). That is: we have to use a theory to be able to analyze the problem, because with the theory we can easily determine the contents of the existing text
- Meaning (further away from the interpretation of the integrative capabilities, namely the senses, the intellect and reason). Meaning: Once we got a text that has been there and we also have got a describing about the theory that will be used to dissect the problem, then the next step is we combine both of these to cut it open.

and he said in discourse analysis also provide levels, as follows:

- Analysis of Microstructures (production process): analyze texts carefully and focus in order to obtain data that can describe a text representation. And also being pursued in

detail aspects of the level of analysis is an outline or text content, the location, the attitude and actions of the characters and so on .

- Mesostruktur Analysis (Process interpretation): focused on two aspects of text production and text consumption.
- Makrostruktur Analysis (Process discourse) focused on the phenomenon in which the text is made .

Thus, according to Norman Fairclough to understand the discourse (screenplay / text) we couldn't ignore from its context. To find the " reality " behind the text we require unpacking the context of text production, text consumption, and socio-cultural aspects that influence the making as Eriyanto as mention it (2009).In each of the above examples of mobile image appears in the following table:

Mobile Service	Text/ Written Discourse Produced	Text Consumption
XL	<i>Termurah di Sulawesi Selatan</i> (= the cheapest in South Sulawesi)	The cheapest
AS	<i>Buat Hidup /mu/</i> (= for /your/ life)	for (your) life
SimPati	<i>Kartu Prabayar /na/ orang Makassar</i> (the Makassarese/'s/ prepaid card)	/-na/ possessive pronoun
IM3	<i>/nassa mi/ murah</i> (the cost is evidently cheaper)	Evidently cheaper

At the producer level using the phrase *Termurah*, *Buat Hidupmu* , *Kartu Prabayar*na, *,murah*nya, to show mercy cheapness of products offered. In formulating the rules of this language is a symbolic war strategy chosen manufacturers because consumers in general have always attempted to buy a particular mobile products at low prices. Therefore, producers always want to do as a manufacturer claims a particular product at a cheap price.

Mercy wishing suggested by the manufacturer advertising is done through the provision of free facilities. Polemics of later seen in certain services that are free, the price of the goods offered will seem cheap for consumers. In fact, this can be explored further through production reality it's beyond from the expected. It is decomposed as follows:

(XL) = termurah di Sulawesi

Selatan

(As) = buat hidupmu

(Sympathy) = kartu prabayarna orang makassar

(IM3) = nelpon satu menit, gratis lima jam

In the example above data producers utilize a free vocabulary to attract the attention of buyers / potential buyers. The use of vocabulary free ads aimed at influencing the psychological reader (buyer / prospective buyer). Generosity of the price offered is also indicated by the low bid price for a long duration of services and facilities at a discounted price (discount) at a predetermined time. The logical explanation relationships between words, phrases, clauses, and sentences are with the asymmetry constructions with the result of the interaction between social structure with linguistic habitus as a battle arena power struggle. As the battle arena, the winner will be determined by the ownership of capital and social capital through problem-solving strategies symbolic language war is very diverse and opposite.

The phenomena such as those mentioned above becomes critical discourse analysis study. Critical discourse analysis carried through three stages: description, interpretation, and explanation. Description associated with the formal elements contained in the text, relating to the interpretation of texts and social interaction by looking at the text as a result of the production process, and explanation concerning the relationship between interaction with social relationships. Thus each stage in the critical discourse analysis is analysis activities.

This research plan has a variety of limitations, both in terms of definition theoretical, methodological, and the object of study. It is bounded on the language of cellphones that are advertised on the visual media (billboards, banners, flyers, etc.) and audiovisual (television) located in Makassar. This research plan using Social theory described by Bourdieu as Jufri as says (2012:9) that every language choice used by social actors influenced by linguistic habitus. The choice is determined by the market linguistics, discourse where the point is whether the sentence and the unspeakable. The approaches used in this research are the theoretical and methodological approach. The theoretical approach in this study uses critical discourse analysis approach, while the methodological approach used is qualitative and descriptive approach. In terms of methodological limitations in this research study, the form of discourse analysis and critical discourse analysis study, is considered very appropriate and adequate to accommodate the interest in terms of data collection. Nevertheless the realization in the field, the data collected may be inadequate and insufficient. As the critical discourse studies, of course, required description of the business, understanding, explanation, and a comprehensive interpretation of the advertising world view in order to obtain an adequate picture.

## 1.2 Problem Statement

There are three components that affect the language of advertising, namely users, participants and consumers. Sourced from the three components of language so as to create ads that are varied. This diversity arises from a variety of interesting problems to be studied, both in terms of form, function, and meaning in the language of the ad. Therefore, the researcher simply wants to formulate the design problem in this study as follows:

1. What are the forms of symbolic language war in cell ad?
2. What are the meaning of the symbolic language war in cellular ad?
3. How does the symbolic language used in advertising affect the audience?

## 1.3 Objective of the Study

In particularly, the design of this study aims to description, exploration, explanation and prediction of the symbolic language war in cellphone ad in Makassar. In particular, this study aims to describe, explored, explanation, and predicts the following:

1. To find the form, and meaning in the symbolic language war in cell ad
2. To determine the relationship of meaning of symbolic



- language war in cell ad
3. To examine the effect of symbolic language on the audience

#### 1.4 Significance of The Study

This study has theoretical and practical utility uses associated with the description of the critical discourse study on symbolic language war in cellular advertising, social theory and the theory of critical discourse. The usefulness can be seen in the following description:

1. Theoretical, which are expected :

- To the academic community (faculty and students) can be a reference to the development of linguistic science subjects
- To determine the potential of illustration in advertising language of persuasion
- This study is the first study concerning language cellulers
- Consideration illustration response language advertising persuasion.
- Can be viewed from its function as an input for further research
- Can be used as a new focus of research using multidisciplinary theoretical Definition .

2. Expected practical utility are as follows:

Can the importance of understanding the social impact of visual communication and non – visual

- To determine the public interest as prestige in the use of mobile
- To examine the language of advertising as an illustration of the language of persuasion
- Local authorities in granting permission to advertise in strategic places through social messages are packed with creative approaches and non - visual communication better visual
- Consideration of public response to the economic and social value of education in the language of advertising persuasion illustration.
- Can provide new knowledge and experience for the community in understanding the language of advertising as a whole form, function and meaning as well as
- To provide a positive contribution in the field of writing. Can curb urban planning through installation of banners, billboards in the space provided.

## Chapter 2

### 2. Review of Literature

This section deals with theoretical background of the present study. The first part deals with the language in practice and its functions as a means of communication. As the focus of this research, this section also points out theories concerning symbolic war in language and how critical discourse analysis sees this phenomenon as a point of discussion. Finally, this part also propose operational definition used in this study.

#### 2.1 Language Function as a Means of Communication

Any communication involves the source (i.e. speaker/writer), receiver (i.e. listener/reader), communication channels, messages, and subject. All of these communication elements are associated with language function. Language functions in communication include *expressive function* that produces the type of discourse which may be in a form of expository discourse. For example phatic function such as found in the opening of conversations, for example, Assalamualaikum, spoken at the opening transactional types of oral discourse (speech). This phatic discourse involves the elements of communication channels.

Moreover, *informational functions* of language is related to the subject matter dealt with in communication. Informational discourse elements, such announcements which only emphasises the core part since the rest is already understood by the audience. *Aesthetic function* is more concerned with the message as the element of communication, while *directive function* is associated with reader/listener as direct recipient of discourse content from the source.

Functions mentioned above may occur either orally or in writing. To express something, we use the words. But in practice, word cannot be considered the largest grammatical unit. Because a word cannot be understood without other words, even though the word is uttered in a separate time and place. This is what we often call as the prior knowledge or background knowledge. The construction or series of words establishes a specific meaning or purpose, if separated then the word also can not be understood, and it can be referred to as meanings generated by the context or contextual meaning.

#### 2.2 Language As Social Practice

To place language as a social practice is Bourdieu's resistance of structural linguistics introduced by Saussure. The structuralists make a distinction between the knowledge of language and the knowledge of social use of language (Jufry & Tolla, 2012:31). The practice of using language is independent of the social practice.

Bourdieu states that the representation of identity in forms of language can be subdivided into language, dialect, and accent. For example, the use of different dialects in an area can represent a varied social status for individuals. A good example of this would in the case of French. Until the French Revolution, the difference of dialects usage directly reflected ones social status. Peasents and lower class members spoke local dialects, while only nobles and higher class members were fluent with the official French language. Accents can reflect an area's inner conflict with classifications and authority within a population. In view of Bourdieu (1979), linguistic analysis of language activity is not enough because it will only entail the study of language which are homogeneous. The analysis of the use of language should be able to reach out to the social structure and social background behind the speaking activity.

In line with Bourdieu, Rusdiarti, (2003:31) suggests that language is a cultural product that not only serves as merely a tool but is seen as an instrument of action. Also, language

is not an autonomous object that is separate from the action. Therefore, the study of language can not be separated from social practice. Moreover, language as a social practice that is manifested from the interaction between the linguistic market and the *habitus* can be illustrated in the following chart (Rusdiarti, 2003):



The chart illustrates the interaction between the linguistic market and the linguistic habitus in the practice of language as a social practice. The meaning of a word in Bourdieu's view is not the same for each context of use. He uses the term linguistic market to describe the fields of discourse manifested. Political arena, trade, colleges, and so on is the linguistic market that determines the speech act. The practice of 'using language in the linguistic market is influenced by the *habitus*. *Habitus* is a set of tendencies that encourage social actors to act and interact in certain ways. Thus, the habitus is internal within the actor (Bourdieu in Rusdiarti, 2003). According Jufri and Tolla (2012), in language activity, every choice of language used by social actors influenced by linguistic habitus. The choice of language is also determined by the linguistic market, where discourse is produced.

Habitus is a concept that orients our ways of constructing objects of study, highlighting issues of significance and providing a means of thinking relationally about those issues. Its principal contribution is thus to form our habitus, to produce a sociological gaze by helping to transform our ways of seeing the social world. The concept of habitus begins from both an experiential and sociological conundrum. Experientially, we often feel we are free agents yet base everyday decisions on assumptions about the predictable character, behavior and attitudes of others. Sociologically, social practice are characterized by regularities-working-class kids tend to get working-class jobs (as Willis 1977, put it)- yet there are no explicit rules dictating such practising. These both raise fundamental questions which habitus is intended to resolve. As Bourdieu's states, "*all of my thinking started from this point: how can behavior be regulated without being the product of obedience to rules ?*" (1994d:65) . in other words, Bourdieu asks how social structure and individual agency can be reconciled, and how the "outer" social, and "inner", self help to form each other. This habitus is internal within the actor. Its focusing on our ways of acting, feeling, thinking and being. It captures how we carry within us our history, how we bring this history into our present circumstances, and how we then make choice to act in certain ways and not others. With choices we choose to make, therefore, depends on the range of options available at that moment (thanks to our current context), the range of options visible to us, and our dispositions (*habitus*), the embodied experiences of our journey. our choices will then in turn form our future possibilities, for any choice involves

foregoing alternatives and sets us on particular path that further forms our understanding of ourselves and of the world. The structures of the habitus are thus not "set" but evolve- they are durable and transposable but not immutable. At the same time, the social landscape through which we pass (our contextual fields) are themselves evolving according to their own logics (to which we contribute). Thus, to understand practices we need to understand both the evolving fields within which social agents are situated and the evolving habituses which those social agents bring to their social fields of practice (Bourdieu 1990:52-65; 1991:37-42)

The choice of language is also determined by the linguistic market, where discourse is produced. The habitus is a set of dispositions roommates incline agents to act and react in certain ways. [ (*habitus*) (*capital*) ] + field = practice results from relations between one's dispositions (*habitus*) and one's position in a field (*capital*), within the current state of play of that social arena (field). (Bourdieu: 2008:51)

### 2.3 Symbolic War in Language

Language as a social practice is the result of interaction between social structure and linguistic habitus. For Bourdieu, social sphere is a battle field, the arena of power warfare. As a battle arena, the winner will be the ownership of the capital stock. Dominant class with capital stock will win the battle. These capital stock may be in economic, cultural, social, and symbolic forms (Rusdiarti, 2003:34). Symbolic war that occurred in the social universe is an attempt to achieve symbolic power. Symbolic battle is a competition for power over other social actors to demonstrate the existence and authority over the views and perceptions. The ultimate goal of this fight is to get the power to produce and show to the world as the most recognized, the most right, and the most legitimate entity.

Symbolic battle involves the dominant discourse and the discourse that tries to seize dominance. Symbolic battle to show the existence and authority over the view as the most recognized and the most correct can be seen everyday on television. Products scramble to win recognition and influence over the audience. Interaction of power to gain dominance requires a mechanism that can be accepted by the target group. In such a situation, an objective mechanism constructed to obtain compliance may potentially lead to symbolic violence (Rusdiarti, 2003:38). Symbolic violence is an attempt to gain compliance, legitimacy, and power which is not perceived/realized as coercive. Symbolic violence massively works under cover by impressing something as natural and acceptable, even as a necessity.

Analysis of symbolic violence in a discourse is made by examining two elements of discourse, namely euphemization and censorship. Euphemization is symbolic violence mechanism that works unobserved, not recognized, and takes place under the subconsciousness. Euphemization can be in forms of trust, obligation, loyalty, courtesy, gift, reward, compassion (Rusdiarti, 2003: 38-39).

From the examples given above, it can be concluded that euphemization works on the basis of: 1) the necessity and 2) goodness. Trust, obligation, and willingness is a form of

euphemization created on the basis of necessity. The mechanism works by creating a cognitive situation for the subject in a state of no choice. Euphemization in the form of good manners, merit, and compassion works unnoticed to create the impression of goodness. Virtues are infiltrated to uphold or strengthen the influence and seize power.

Furthermore, censorship mechanism makes symbolic violence appears as a form of preservation of all values regarded as "moral-honor" (Rusdiarti, 2003:39). Moral honor is grouped into two conflicting parts, namely needs morale and prestigious morale. Prestigious morale embodies virtues, such as modesty and chastity. In contrast, needs moral is the embodiment of bad values, as immorality and crimes.

Symbolic violence through euphemization and censorship mechanisms can be described as follows:

Elements	Mechanisms	Forms
euphemization	hidden, fine, massive, subconscious	Trust, obligation, loyalty, politeness, debt, merit, compassion
Censorship	Prestiges Morale	Politeness, chastity, generosity
	Needs Morale	Violence, crime, impropriety, immorality, greed

Language as a medium of communication plays an important role to impose influence through symbolic violence. Social actors embody euphemization and censorship through the mediation of language. With language, social actors control the behavior of others. The power to create a certain reality is implied through the language.

Below is Bourdieu's model of discourse analysis:

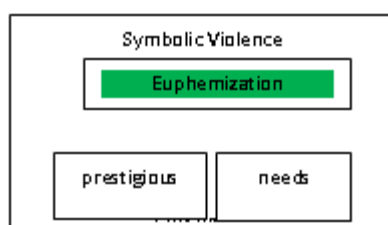


Figure 2: Bourdieu's Model of Discourse Analysis

In the picture, it appears that the symbolic violence mechanism works through euphemization and censorship. Censorship is categorized into two parts, namely the prestigious morale and needs morale. Of the two mechanisms, language becomes a means of messaging.

## 2.4 Discourse Representation in Media

Discourse conversations with this unit requires communication elements that form the source (speaker / writer / listener), receiver (listener / reader / speaker), communication channels, messages, and subject masalah.Semua communication elements associated with language function. Language functions include: expressive function that produces the type of exposure is based on expository discourse: the function of fatigue (the opening conversations) which resulted in the opening dialogue, for example, *Assalamualaikum*, spoken at the opening transactional types of oral discourse (speech). Discourse fatigue involves an element of communication channels ;

informational functions concerning the subject matter in the komunikasi.Wacana informational elements, such announcements will find only the core part of the emphasis has been known to cause most of the joint ; function over aesthetic concerns the message element as an element of communication ; directive functions associated with reader / listener as a recipient of discourse content directly from the source.

To the above can occur either written or unwritten. To express something, we use the word by word. But as practice, the word can not be said to be the largest grammatical unit. Because a word can not be understood without the other words, even though the word is pronounced in a separate time and place. It is often called as the prior knowledge or background knowledge. Wake or series of words - these words will also establish the meaning or purpose of its own, if separated then the word also can not be understood, and it can be referred to as the meanings generated by the context or meaning of the context

Critical discourse analysis (CDA) is an effort or process (decomposition) to give an explanation of a text (social reality) which will or is under review by a person or group whose dominant tendency has a specific purpose to obtain what is desired. That is, in a context must be recognized that there is interest. Therefore, the analysis of which is formed later realized had been influenced by the author of a variety of factors. In addition it must be recognized also that there is a meaning behind the discourse and the desired image and interests are being fought.

Discourse analysis in this paper is intended as a disclosure of the hidden intentions of the subject (the author) who raises a statement. To understanding discourse analysis is understood not merely as the object of study of language, but the CDA language which is analyzed in contrast to the study of language in the traditional linguistic sense. Analyzed by the CDA language not describe aspects of the language, but also relate to the context. In this context means the language that is used for specific purposes including the power. CDA sees language as an important fact, that is how language is used to view the power imbalances in society.

Teun van Dijk (1998) suggested that CDA is used to analyze the critical discourses, including political, racial, gender, social class, hegemony, and others. Furthermore, Fairclough and Wodak (1997: 271-280) summarizes the principles of the doctrine of CDA as follows:

- Discussing social issues
- Revealing that power relations are discursive
- Uncover the culture and society
- As an ideology
- As a historical
- To suggest the relationship between text and society
- As interpretative and explanatory

Discourse analysis is busy analyzing the rules, displacement, and speaking strategies everyday speech with very limited social context. The analysis of discourse increasingly aware of the variety of choices and breadth of linguistic research object, the actual use of language in a social context. Psychological and intellectual paradigms doubtful accuracy



in analyzing discourse is loaded with numerous features broad social context, such as gender, power, status, ethnicity, roles, and institutional background.

Both the text and the terms are used interchangeably discourse in discourse analysis. Kress reveal about the terms text and discourse tends to be used without a clear distinction. The study of discourse is more emphasis on the issue of content, function, and social significance in the use of language. While discussions with the more basic linguistic and goals tend to use the term text. More emphasis on the study of texts materialitas issues, forms, and structure of the language. Discourse is understood as units and narrative forms of interaction that are part of everyday linguistic behavior, but it can appear the same in the institutional environment. Discourse requires the presence of speakers and listeners together (face to face interactions), but can be reduced to the joint presence of the temporal direction (eg phone).

In the context of the theory of linguistic behavior, it is important to determine the "text", the linguistic behavior of the material is made in the text are separated from common speech situations are just as receptive behavior of the reader, the basic meaning is generally understood in a systematic, not a historical significance. In the text, the speech behavior have quality knowledge in serving the transmission and stored for later use in writing the constitutive to use everyday terms.

Thus, the text is viewed as a linguistic phenomenon that is independent and separate from the speech situation. Meanwhile, the discourse is the text that is in a situation of utterances according to van Dijk discourse is text "in context". Discourse contained within a larger context of meaning. The discourse was controlled by socially and socially conditioned. For the purpose of discourse analysis should be viewed in three dimensions simultaneously (Fairclough, 1995: 98), namely language texts, discourse praxis, and sociocultural. Analyzing a critical discourse is essentially a three-dimensional analyzes such as the application of dialectical discourse.

The purpose focus upon discourse representation of spoken and written discourse in ads, and to suggest how these tendencies accord with ideologies which are implicit in practices of ads production. The discourse representation will cover both written and unwritten text as well as speech may be represented, and there is always a decision to interpret and represent it one way. This intended as contribution to 'critical linguistics' as to explain specifictly of particular type of discourse in terms of ideologies and relations of power.

## 2.5 Previous Studies

Numbers of studies on critical discourse analysis emphasize their observation on how language acts as an instrument of power and action. In line with the critical discourse analysis paradigm discussed in the previous section of this proposal, Ibnu Hamad (2004) found that there is a number of hidden reality or virtual reality behind texts (discourse) in the form of "social facts" surrounding the discourse makers: various ideological (political) interests, economic (market) interest,

idealism, and practical politics. This confirms that a text is the result of a conscious creation based on these social facts. Theoretically this implies that to understand/learn the content of the media (journalism) from the mere technical aspects is clearly inadequate. An explanation of the content of the media must touch the "social facts" which potentially enter the text, be it ideological, political, or economic aspects.

A study on symbolic war in discourse by Jufri and Tolla (2012:9) report their findings by putting forward examples of commercial advertising in a symbolic battle. They find that there are 15 forms of symbolic discourse with their linguistic forms. The study concludes that any product always bet with another product that claims to be even better. Furthermore, it is claimed that language as a social practice is manifested from the interaction between the market and the linguistic habitus.

Rusdiarti (2003), in his article entitled *Language, Symbolic fight, and Power* describes that in any language activities, every choice of language used by social actors is influenced by linguistic habitus. The choice of language is also determined by the linguistic market, where the discourse is produced. This study concludes that consumer attitudes toward advertising are directly influenced by the content of the advertisement and the credibility of the company. While, the consumer attitudes toward advertising is influenced by the company's credibility and consumer attitudes towards the advertisement, the purchasing interest is affected by the company's credibility, consumer attitudes toward the advertisement and the product.

In relation to symbolic power, Anang Santoso (2010) in his study states that the power of symbolic forms works in a very subtle way so as not to be recognized and not perceived. Subtle practices of domination that occur has made those who are dominated became unconscious that they even give himself to enter into the circle of domination. Domination which occurs in the form of subtle dominance is often referred to as symbolic violence, i.e. a gentle invisible violence, hidden behind the practice of domination. Symbolic violence creates a very objective social mechanism, where those who are under control take everything for granted. Symbolic violence can be likened to a magical power that is able to subdue the weak through the creation of spells. This symbolic violence can happen anytime and anywhere, from everyday life to the big issues. How symbolic violence run? Symbolic violence is executed in two ways. First, by way euphemization, which makes the symbolic violence under cover, takes place gently, and encourages people to accept as it is. Secondly, through the mechanism of censorship, which dictates what can be said and what cannot be said in order to preserve the "core values". Whatever forms the symbolic violence take, the language is always considered as an effective tool to conduct "covert domination". Because language as a symbolic system is not only used as a communication tool, but also serves as an instrument of power by utilizing the mechanism of symbolic violence. Bourdieu taught us to always be suspicious of language, concepts, discourses, signs, slogans, or any other symbol that is produced by the dominant class. It is through the symbolic power the world is interpreted, named, and defined to direct the subordinates into the recognition and acceptance of the world views of those who posses capital.

In terms of Bourdieu's thought, Elly Ezra (2011) views that the idea of battle field is considered as reducing the "world of life" merely into the world of fight. In fact, social domain comprises not only the arena of competition, but also a place for the actors to get the meaning of life, such as solidarity, cooperation, compassion and so on. Likewise the concept of habitus and field has been criticized because these ideas are considered as practices of symbolic violence in its new shade. Regardless of the criticism, Bourdieu's attempt to integrate theory and practice is still considered as unique. The core idea is to reject the pure theory that does not have empirical basis, but at the same time reject the pure empiricism which works in the absence of theory. Therefore, he emphasizes " ... research without theory is blind, and theory without research is nothing. " Thus there is a sort of unspoken rule in every field. The rules are working as a mode of what he called symbolic violence. With this concept, he wanted to show the form that is hidden in everyday activities. In this context, the concept of habitus and field become meaningful to reveal the empirical reality of hidden symbolic violence.

Tamam Ruji Harahap (2010) presents an analysis of the discourse practice which focuses on the relationship of order of discourse and discourse events. Due to the availability of data samples in his study, xenoglossophilia discourse he studies does not contain the question of intertextuality or interdiscursiveness. In addition, the authors focus only on the issue of discourse order and discourse event or communication events implicit in it. Discussion about the order of discourse is talking about a genre of cultural artifacts. As mentioned in his examples, the list of menu dishes is the media liaison between the consumer and the waitress at the coffee shop in the discourse practices or cafes. Different genres are different means of production of a specific textual sort, different resources for texturing (Fairclough, 2000:169). The genre is a social action frame. The genre is a means of construction of meaning .. Based on this genre, text (both sample data) only displays the " menu " is accompanied by a second logo shop or café, and a list of the names of dishes based on existing categories, namely, Main Course (beef u0026 chicken and steak), Indonesian Food, and appetizer, to sample the data (1) and the List Menu Kitchen on Midnight, Coffee - Espresso, Mixed Juice, Black Tea, Freshener u0026 Soda Float, Light Meals, and Noodles / Noodles, to sample the data (2). This is consistent with the view that any part Fairclough of any text can fruitfully be examined in terms of co-presence and interaction of social subjects (1995a: 6). Of course, speaking in more detail, the production of the genre is the power menu shop or cafe owner ; distribution is simply done by a shop or café waitress, and, last done by consumer consumption. This is what Fairclough as a genre understood as the use of language associated with a particular social activity.

Moreover, Diana Silaswati (2011) states that discourse analysis is based on socio-cultural perspective basically using pattern analysis of text, text production process, and context. Text analysis is used to see the structure of the text to understand the structure of words, phrases, and meanings. In the next step analyzer to understand the production process of the text by analyzing the structure of the theme and the socio-cultural context of the text was produced.

In studying the practice of a lifestyle brand production which is seen as the foundation for the brand 's philosophy and guiding the production itself, Endah Murwani (2012) suggests that philosophy of brand will be the foundation of life of the product, which is applied both internally and externally by combining rational and emotional values. Competition of products through the signs of the class is a form of this 'battle' in determining the dominant principles where these classes are the place and the strategy to win the field. Differentiation strategies to win the battle against other manufacturers resulted in the competition among the producers to renew its products. While in practice, lifestyle brand consumption shows that consumers construct and portray themselves based on its habitus, which in turn affects the taste of the product options that are consumed.

Another example of how language is effective in persuading the target consumers through advertisement is a study by Grace J.M.Mantiri (2011). In her study, she discusses the core part of an advertisement of a toothpaste, where the primary purpose of this advertisement is that readers will be eager to use this product. In her example, the ad sets out the usability and advantages of xxx toothpaste for sensitive teeth. The part of the contents is emphasized by showing the picture of the company's dentist who is the inventor of the toothpaste formula. The closing tagline claims that *xxx is the Number 1 toothpaste in Indonesia for sensitive teeth*. This claim is reinforced by saying "based on data reported by The N Company service index retail for September 2010 in Indonesia Urban Grocery. This section is intended to have a persuasive power to create a successful advertisement and higher sale of products.

In view of the previous researches mentioned above, the present study will focus on critical discourse analysis which is different from the previous studies discussed. This study will deal with the symbolic language war on mobile service advertisement and its influence on the audience by analyzing the forms, and the meaning as the discourse structure and their linguistic aspects. However, it is realized that this study also has limitations in terms of theoretical definition, methodological, and the objects of study.

## 2.6 Operational Definitions

To avoid errors in the understanding of concepts or terms used in this research plan, it is necessary to be limited following key terms:

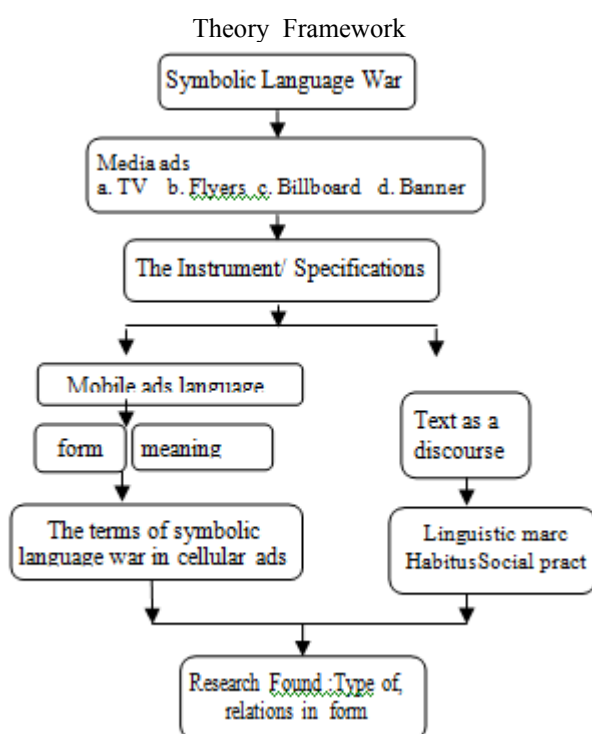
1. English (language) is the epitome of the sound system used by members of a community to cooperate, interact, and identify yourself through a structured grammar
2. Advertising is news to pushing.persuade order that the general public interested in the goods and services offered ; notice to the public concerning goods or services which sale. putting in the mass media (such as newspapers and magazines) or in a public place
3. Symbolic fight is a fight between the dominant group (doxa) with the opponents (heterodoxa) by using language as a medium.
4. The forms or appearance of such a structure is a unit of language is viewed as a grammatical or lexical fonis or graphemic.
5. verbal form is a form of language that represents the use



- of discourse fight to embed and propagate the ideology that developed
6. social discourse is the discourse of the war in social conflict involving one group with another group who becomes his opponent
  7. Habitus is a picture of the attitude and mindset of the perpetrators about the discourse
  8. Arena wars are conducted by way of discourse actors fight to embed and propagate the ideology that developed
  9. The meaning is 1 mean 2 influence ; speaker and language unit in the perception or understanding of human behavior or human groups and equivalence relationships or discordance between language and environment outside, or speech and all the things that are shown. Meaning that will be discussed are referential language as an element of a very close relationship with the world outside the language (objects or ideas), and can be described by the language component analysis
  10. The word is a unit of language that can stand alone, going alone from frasa morphem is combination of two words or more clause is a grammatical unit which is at list word groups consisting of subject and predicate and has the potential to become a sentence. And the sentence is a unit of structured language itself
  11. Makassar is one that is in the province of South Sulaw

## 2.7 Scheme Framework

Description has been stated above it can simply be seen through the frame of the picture scheme shape, and meaning in the Symbolic Language of War in Makassar cellulers can be studied through critical discourse analysis. And verbal messages, said components, as well as social factors that influence social and cultural aspects of Makassar, is a mutually supportive relationship theory in linguistic phenomenon. The circuit may form the theoretical framework, as depicted in the following diagram:



## Chapter 3

### 3. Research Method

#### 3.1 Research Methods and Types

In line with the paradigm used, this research plan is classified as a qualitative research. The qualitative type of this research can be seen in the application of methodological principles with respect to data, sources of data and validity measurement of data. The use of this method aims to achieve scientific findings objectively and not subjectively.

The present research on symbolic language wars concentrates on discourse units as data obtained from advertisements of mobile service providers in Makassar. The discourse units comprise words, phrases, clauses and sentences appearing in the ads. Moreover, since the media type which channels the message consist of visual and non visual media including television, billboard, banner, as well as fliers, the data used in this research are written and spoken discourse.

In accordance with the characteristics of qualitative research, the data taken in this type of study shows a repeating pattern. For this reason, the researcher use visual and non-visual media (television , banners, fliers, etc) from mobile service ads in Makassar as a data source.

The first step taken in data collection process is documentation. Then, the ads are classified by coding, note-taking of the language used in advertisement such as clauses, phrases and sentences which construct the discourse of the ads. The data is then tabulated into observation table, described, and analyzed using critical discourse analysis and is presented in descriptive-qualitative narration, i.e. by describing clauses, phrases and sentences which make up the discourse structure of the ads.

This study is a content analysis study since the focus is to reveal the contents of message being communicated, in this case, the text contained in advertisements. Content analysis is the method to analyze and chart the key characteristics of text. As in the case of symbolic language used in advertisements, the purpose of content analysis here is to identify and consider the frequency of appearance of certain text, how an idea is expressed through symbolic language, and how the language is tailored so as to appeal the mobile phone users. By doing this, the notions about the messages, images and representations of the kind of texts as well as its effects on the customers can be revealed.

More specifically, this analysis is intended to reveal and clarify the ideal types of form relationships, and meaning that appear in the symbolic language of mobile service ads in Makassar. Aspects of language in advertisement language is related to the way in which the advertising agency and creative team express their opinions, ideas, and imagination. While, aspects of the participants are associated with participants' reception in terms of responses or emotions brought about by the language of the ads.

### 3.2 The Resource of Data

The type of data in this research plan is written (textual) data which comprises words, phrases, clauses and sentences containing the types of form relationships, and meaning in the language of advertisement in Makassar. Data is collected by using techniques, as follows:

- a) Recording,
- b) Observation,
- c) Interviews and
- d) Review of the document

#### 1) Recording

This technique is carried out to observe various types of mobile service ads in Makassar. This recording technique enables the researcher to obtain the authentic picture of texts for various mobile service advertisements. In addition, to anticipate with the limitation of video recordings of the events, the researchers conducted a field recording and observation.

The use of recording techniques aim to obtain data relating to the creativity of text production for advertisements, emotional depiction of participants, and the reception of the user or customer. So, in the production process of advertisement, the researcher makes a detailed and thorough observation on the aspect concerned.

#### 2) Observation

This study use a non-participant observation technique. With non-participant observation technique, the researcher observes and records various mobile service advertisements, either on the product, as well as comments and responses from participants and subscribers/customers. With the use of non-participant observation techniques, it is expected to obtain field notes as data about the types of relationships, forms, and meaning in the language of mobile service ads in Makassar.

#### 3) Interview

Interview technique is carried out to obtain data concerning the the language of advertisements which includes the range of the cellular advertisements. The data is obtained through interviews with informants, i.e. participants and users of the mobile service being advertised.

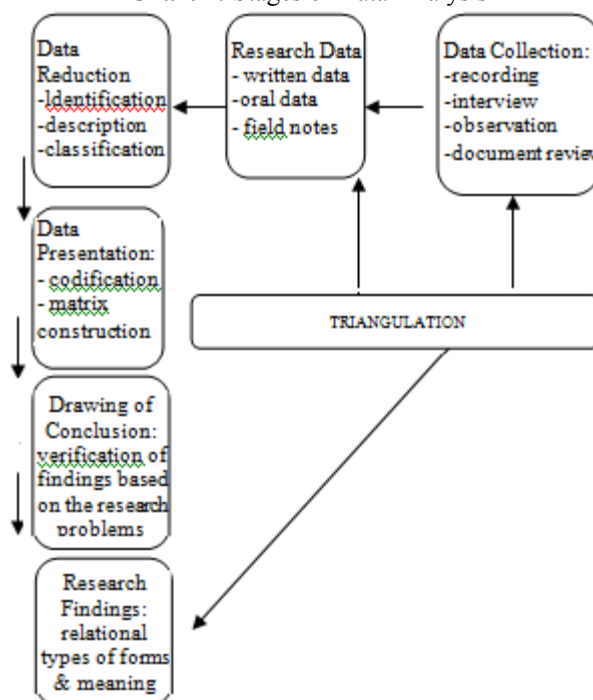
### 3.3 Research Instruments

The researcher is the main instrument of a research. In this case the researcher concentrates on various aspects of theoretical and methodological issues relevant to this study. The researcher actively records and observes the language contained in TV ads, banners, billboards, as well as other aspects involved. She also interviews the informants, and reviewing various documents, and perform data analysis. Thus, in this study, the researcher played a key role, both in the process of collecting, analyzing, and concluding the research findings. In conducting these activities, the researcher uses a video camera, tape recorder, data analysis indicators, data crawler, data analysis format, interview manuals, and structured-interview format.

### 3.4 Techniques Analysis

Data analysis technique used in this study is an interactive model adapted from the model developed by Miles and Huberman (1992). Through this model, data analysis is conducted through four stages of activities, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) inference/verification. Although the four stages perform different activities, the processes are intertwined with each other. The mechanism of data analysis can be seen in the following chart.

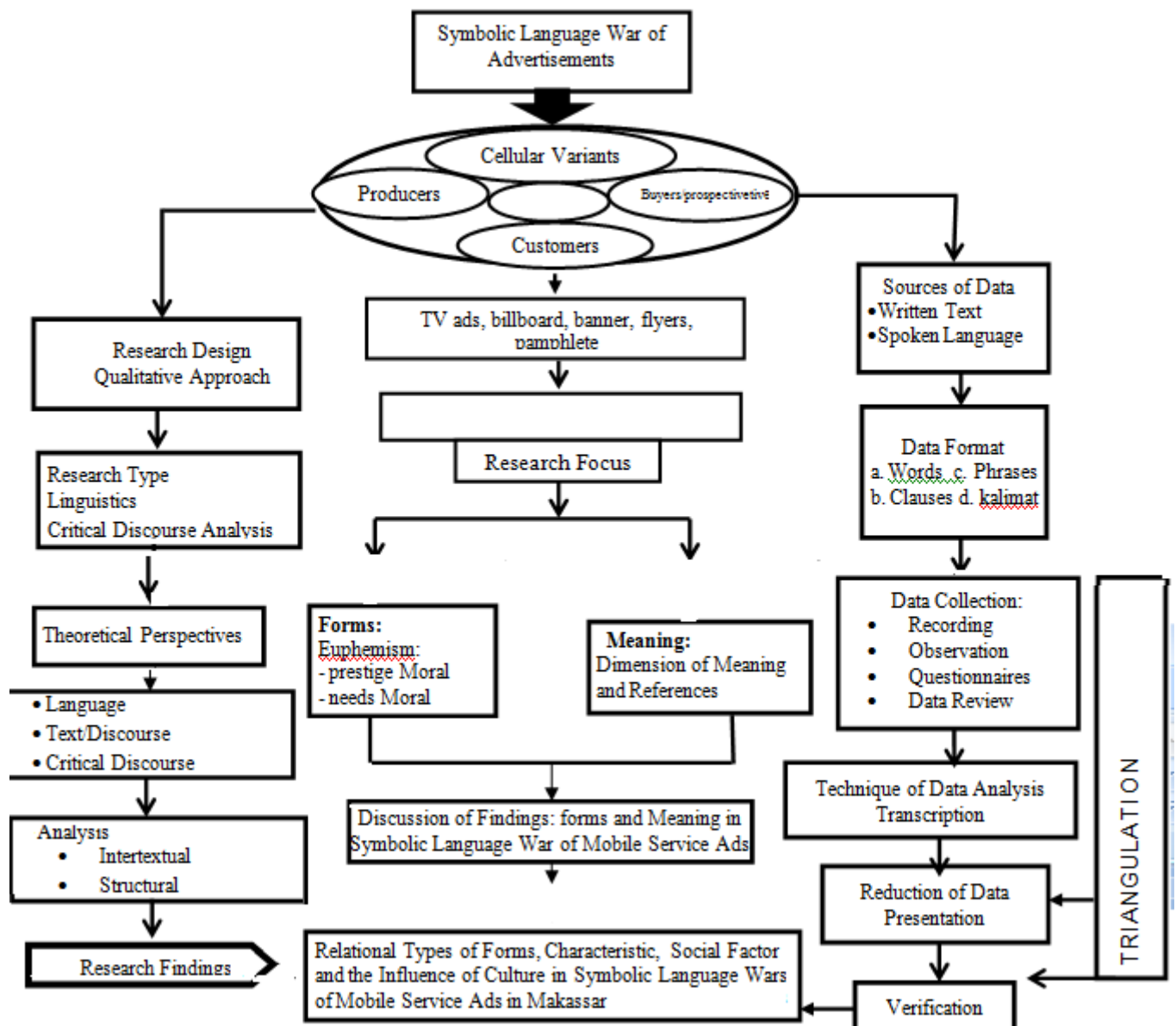
Chart 1: Stages of Data Analysis



Presentation of the results of data analysis in this research plan is divided into three chapters. First, the introductory chapter which consists of the background of writing, the formulation of the problems, the research objectives, and the significance of the research. The next chapter deals with the review literature describing theories and previous studies concerning the subject being studied. Chapter Three discusses the research methods, techniques and the types of instruments used in the research.

### 3.5 Concept Design

The plan of this study refers to and is based on the theory of Critical Discourse Analysis proposed by Norman Fairclough (1995). Discourse analysis refers to language organization above the clauses; in other words, linguistic units larger than sentences or clauses, and phrases such as conversational exchanges or written texts. In brief, this theory specifically addresses the components of critical discourse analysis, the theory of the structure of language, theories concerning advertising as a public service from communicative standpoint. The conceptual frameworks of this study can be illustrated as follows:



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