

'Typical ' Morphology System of Language Advertising of Cellular Services

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Abstract

Advertising is a form of expression to convey ideas through a language either orally or in writing. Advertising that is conveyed in writing is sometimes combined with pictures and colors. Advertising aims to encourage and persuade the public that is interested in either the products or services offered. In other words, advertising must have a persuasive element. With their sophisticated networks, cellular phone service companies offer a wide array of excellence in attracting their customers. Various advantages offered by cellular phone service companies are conveyed through a language. The language containing creative dictions is always used by these companies in attracting their customers. This study aims to identify what elements make up the morphological system of advertising language used by the cellular phone service companies.

From the analysis, it can be concluded that the morphological system of advertising language in the cellular phone services has both qualitative and quantitative elements which are presented in an interesting, creative, and persuasive way to depict the simplicity, inexpensiveness, completeness, security, frugality, peacefulness of the services themselves. The study also found that the morphological system of the advertising language has specific phonemic forms in their morphological process, specific morphemic forms in their morphological process, special morphemes which are specifically used in the field of cellular phone, specific morphological process, and specialized dictions. They are the typical forms of morphological system of the advertising language in the cellular phone services.

Keywords: Morphology, Advertising language of cellular phone services, Morphophonemic, Morphological process, Diction

1. Introduction

Advertising is a form of expression to convey ideas through a language either orally or in writing. Advertising that is conveyed in writing is sometimes combined with pictures and colors. According to Sugono (ed., 2008:421), advertising is a message that is designed to encourage and persuade the public so that they are interested in the products or services offered. Based on the above definition, there are two major elements in an advertisement: "encourage and persuade". In other words, an advertisement must have a persuasive element. Because of this element, the advertising language is loaded with grammar of persuasion.

Widyatama (2011: 29) cites the opinion of Vestergaard and Schroder, who say that advertising has five objectives, namely (1) attracting consumers' attention, (2) arousing consumers' interest, (3) stimulating consumers' desire, (4) building up consumers' confidence, and (5) evoking consumers to take the action of purchasing. Therefore, advertising is made not just to be meaningful, but also to take into account design structures, the users of the design structures, and the impact of the design structures to the users. Thus, in making advertising, the above five objectives must be referred to. Therefore, language of advertising is worth studying.

Language plays an important role in human life. As social beings, humans need to interact with each other using communication. Language is a communication tool. It is one important element in human life because it not only functions as a means of communication but also as a transmitter of ideas, messages, or impression in one's mind.

Research on advertising, especially on the advertising language, has been done. However, the research has been focused on pragmatic, sociolinguistic, or socio-pragmatic aspects. Research on the grammar of the language of advertising, specifically morphology, has not yet been done. Because of this, research on the morphology system of the language used in the advertisement of cellular phone services is worth doing.

As part of disclosing an idea, advertising of cellular phone services must have a unity or wholeness of a discourse or writing to reflect the ideas or issues that the author wants to communicate. The information or things to be conveyed in the advertisement by the creators can be easily understood by the people who are made up of various social backgrounds. One of the tools to produce a unified advertising discourse (text) is grammatical elements. The advertising language of the companies of cellular phone services, particularly its grammatical aspect, is the focus of this study. This aspect was chosen because it is unique. Based on the preliminary study, the data show several interesting morphological constructions of grammar, in addition to their morphemic forms and types.

2. Theoretical Framework

Verhaar (1984:52), Kridalaksana (1983:129), Ramlan (1978:19), and Nida (1949:1) share the same understanding on morphology. They define morphology as the field of linguistics that studies (1) the arrangements of word elements grammatically; (2) the morphemes and their combinations; (3) the parts of the language structure that include words and elements of words; and (4) the word forms and elements, including their influence. Thus, morphology is

the study of morphemes and their arrangements in the word formation. Morpheme, a word or parts of words, is the smallest meaningful unit which is accurate.

The morphology of the language that is used in advertising cellular phone services is the same as Indonesian morphology in general. This language is formed by several morphemes which comprise allomorphs and morphs, repetition, pluralization, and diction. However, in this language, there is a specific morphology. The author calls this specific morphology as phonemic formation in a morphological process. In the grammar of Indonesian, such morphology is termed as phonemic formation in morphological process--which is almost the same as the unique morphological process, as special morphemes, as distinctive morphological process, or as persuasive dictions. The data and the elaboration of the morphological system of the language used in advertising cellular phone services will be presented below.

3. Morphology System of Language Advertising of Cellular Services

3.1 Phonemic and Morphological Process

There are at least four criteria that are used to determine whether a form is said to be phonemic and morphological process.

First, analogous to the unique morpheme, i.e., the form which is special, distinctive, and only exists in certain morphemes acting as the variants of the original form. For example, the form *meN-*, its variants are *mem-*, *men-*, *meng-*, *meny-*, *menge-*. Such a form according to Samsuri (1992:170) is classified as morpheme *meN-*, which has morpheme variants: *mem-*, *men-*, *meng-*, *meny-*, *menge-*, all of which are called *allomorph* while one of the morpheme variants, for example, *meng-* is a morph of morpheme allomorph *meN-*.

Kridalaksana (2008:12) adds that the allomorph can be the variants of a morpheme that appears in another unpredictable morpheme environment. He gives the example that the form of *mengukur* can be derived from the morpheme *ukur* and can also be from the morpheme *kukur*. In the form *mengukur*, the form *ngukur* may be resulted by releasing some phonemes. The same morphological process may apply to some morphemes that often arise in the language used in advertising cellular phone services, for example: *banget* become *bangeetss*, *suer* becomes *sueerr*, *Dower* becomes *doweerr*, and *bener* becomes *beneerrr*.

Second, such forms as *lalang*, *lenggok*, *senyap*, *siur* are the forms that can neither stand alone, nor can be paired with other forms. Such forms can only join with their right partners, namely *lalulalang*, *lunggaklenggok*, *sunyisenyap*, *simpangsiur*. These forms, according to Parera (2010:58), are called unique forms. In this study, these forms are called morphological formation in the morphological process.

Like these morphemes, the language that is used in advertising cellular phone services contains morphemic formation in morphological process, for example *Xlalu*. This form is a form that has phonemes /x/./l/ and the morpheme *lalu*, which is pronounced *selalu*. This form is a combined form of the brand name of a company advertising cellular phone services called *xl* and the form '*lalu*', which results in the form *selalu*.

Third is special forms that appear in the language used in advertising cellular phone services. These forms are also called special terminologies in the cellular field. The forms, such as *blackberry, modem, chat, FREETALK, facebook, update*, are the forms of special terms that appear in the advertising of cellular phone services.

Fourth is the variants of the base morpheme. In the language used to advertise cellular phone services, this form applies only to the form *telepon*.

Thus, based on the data, the typical forms of the language used to advertise cellular phone services are *phonemic formation in morphological process, morphemic formation in morphological process, special terminologies*, and variation of 'telepon' form.

This distinctive form will be discussed in more detail below.

3.1.1 Phonemic in Morphemic

Phonemic formation in morphological process happens if a morpheme, consisting of a base morpheme and one or several phonemes, forms a new morpheme. The term is referred to as *allomorph*. Allomorph is a morpheme variations derived from a bound morpheme acting as a free morpheme. Because of a certain circumstance, the initial morpheme varies, depending on certain phonemes, to form another new morpheme whose meaning still refers to the meaning of the original morpheme. The following are the data of the morpheme variations.

- (2) punya indosatRp 40/sms seharianMURAH *BANGEETSS*
- (5) Fakta Fren MENIT PERTAMA Rp 9 TRUS GRATIS SAMPE *DOWEEERR!*
- (6) Sepanjang hari, se-Indonesia... *SUEERR!*
- (22) Nelpon murah bangeetss Rp 480 puas *beneerrr!!!*
Berlaku untuk seluruh pulau Jawa SMS murah *bangeetss!!!*
GPRS & 3G murah *bangeetss!!!* Rp 1,1/kb
- (31) Kartu As Jagoan *Seruuuu..!* BAYAR CUMA SERIBU...
- (32) simPATI PeDenya *lanjuuut!*
- (115) Gratis ngobrol sampai *poooll*
- (116) OBRAL OBROL *LANGSUUNG!*
- (133) Pake *sekalee* Gratis sampe Ribuan *kalee!*
- (134) KAMUS SMS IM3 *Cihuuuyy bangeetss*
- (166) TARIF TERMURAH ke semua operator Rp 600 Sampe *puaaassss*
- (169) SINYAL BAGUS NYAMBUNG *TERUUUUSSSS*
- (185) Dijamin lebih murah *meriahh* Ngapain pake CDMA ?
- (201) Nelpon, SMS, Facebook, YM & Twitter-an TANPA *BATAAAAS!*
- (225) Kartu Perdana esia *SEPUASNYAAAAA*
- (237) NIH..FLeXI GRATISNYA GA *ABIS-ABISS*
- (248) NELPON LOKAL & SLJJ 24 JAM GRATIS *ABEEES!!!!*
- (261) GRATIS NELPON *DIPERLUAAAAS*

The forms in italics in the above data are the variation of the basic forms. They are as follows:

banget (BANGEETSS), dower (DOWEEERR), suer (SUEERR), bener (beneerrr), serbu (Serbuuuu), lanjut (lanjuuut), pool (poooll), langsung (LANGSUUNG), sekali (sekalee), cihuy (Cihuuuyy), puas (puaaassss), terus (TERUUUUSSSS), meriah (meriahh), batas (BATAAAAS), sepuasnya (SEPUASNYAAAAA), abis-abis (ABIS-ABISS), abis (ABEEES), and diperluas (DIPERLUAAAAS).

The phonemic formation in the morphological process above can be distinguished on the basis of their:

1. Morphemic forms (m) + vowel phonemes (fv), which can be seen in the data *serbu (Serbuuuu), sekali (sekalee), sepuasnya (SEPUASNYAAAAA).*

morpheme *serbuuuu* = $m + vvv$,

morpheme *sekalee* = $m + v$,

morpheme *SEPUASNYAAAAA* = $m + vvvv$

morpheme *lanjuuut* = $m + vv$

morpheme *LANGSUUNG* = $m + vv$

morpheme *BATAAAAS* = $m + vvv$

morpheme *ABEEES* = $m + vv$

morpheme *DIPERLUAAAAS* = $m + vvv$

2. Morphemic form (m) + consonant phoneme (fk), which can be seen in the data *meriah (meriahh), abis-abis (ABIS-ABISS).*

morpheme *meriahh* = $m + k$

morpheme *ABIS-ABISS* = $m + k$

3. Morphemic forms + vocal-consonant phonemes (fkv), which can be seen in the data: *banget (BANGEETSS), dower (DOWEEERR), suer (SUEERR), bener (beneerrr), lanjut (lanjuuut), pool (poooll), langsung (LANGSUUNG), cihuy (Cihuuuyy), puas (puaaassss), terus (TERUUUUSSSS).*

morpheme *BANGEETSS* = $m + v-kk$

morpheme *DOWEEERR* = $m + vv-k$

morpheme *SUEERR* = $m + v=kk$

morpheme *beneerrr* = $m + v-kk$

morpheme *poooll* = $m + vv-k$

morpheme *Cihuuuyy* = $m + vv-k$

morpheme *puaaassss* = $m + vv-kkk$

morpheme *TERUUUUSSSS* = $m + vvv-kkk$

Two things can be concluded from the above analysis. They are:

1. From their forms, the morphemes have such patterns as follows:

- 1) $m + f(v)/(vv)/(vvv)/(vvvv)$
- 2) $m + f(k)$
- 3) $m + f(vkk)/(vkk)/vkkkk$

The above classification shows that the vowel phonemes are the dominating phonemic formations in the morphological process as a vowel sound belongs to the category of sound with the open vocal cords (Verhaar, 2010:32). According to Chaer (1994:113), a vowel sound is a sound that does not get any obstacle after it passes through the vocal cords. Thus, the vowel that is used in the phonemic formation in the morphological process is needed in order to get a more open sound.

The consonant sounds that are used in this form are / s /, / r /, / l /, / h /, and / y /. They, articulatorily, belong to alveolar-palatal sounds, which--according to Chaer (1994:119)—are called *lamino*, whereas according to the way they are articulated, they do not belong to the stop or blocked consonants. The sounds / s / and / h / are fricative; the sound / r / belongs to vibration sound; the sound / l / is lateral; and the sound / h / is palatal. (Chaer, 1994:119).

2. From their purposes, their forms have intentions to:

1. express something that has a superlative quality, which can be seen in the data: BANGEETSS, DOWEEERR, SUEERR, beneerrr, poooll, sekalee, Cihuuuyy, puaaassss, meriahh, DIPERLUAAAAS;
2. invite, for example: come, let (persuasive), which can be seen in the data Serbuuuu , lanjuuut , LANGSUUNG TERUUUUSSS;
3. say that something is incomparable, which can be seen in the data: BATAAAAS, SEPUASNYAAAAA ABIS - abiss, ABEEES, DIPERLUAAAAS.

3.1.2 Morphemic in Morphological Process

Morphemic in morphological process is a formation of one morpheme with another morpheme. In other words, the new morpheme consists of two morphemes. Hence, such a morpheme is called a morphemic in a morphological process. What makes this morpheme typical, unique, or special is that the formation of this morpheme is a brand name that advertises a cellular phone service which is combined with another form that results in the typical morphemes as shown in the following data.

- | | | |
|----|-------|--|
| 19 | (150) | SUPER <i>XENSASI</i> TARIF CDMA Rp69/menit |
| 20 | (151) | Ngakunya <i>Xlangkah</i> Lebih Maju ? |
| 21 | (154) | <i>XL SO ME</i> Dapatkan DISKON & BENEFIT-NYA |
| 22 | (155) | 14 tahun <i>Xlalu</i> bersamamu |
| 23 | (156) | <i>XLgala-galanya</i> Rp 0,01 Segila-gilanya |
| 24 | (162) | <i>Xmakin</i> 49 49RB/3bln Promo akhir tahun BlackBerry Full service /3bln |
| 25 | (215) | <i>SensEsia</i> Go green! |
| 26 | (232) | <i>FlexiNET</i> Unlimited NGE-NET SEHARIAN 24 JAM CUMA RP.2500 |
| 27 | (233) | Gabung bersama kami di @ <i>Flexirit FlexiMania</i> |
| 28 | (241) | DUA PILIHAN <i>MereFLEXIkan</i> gayamu! |
| 29 | (275) | <i>frentetan</i> GRATIZAN |
| 30 | (308) | <i>xtr@m</i> hotspot |
| 31 | (329) | <i>PakeTri</i> , Jodohnya alwaysOn! |
| 32 | (331) | <i>TRIm</i> s. Dari Tri untukmu. |

33 (365) AXISPRO Internet Unlimited 3X Lebih Baik.*Lebih Cepat, Lebih Besar, Harga Tetap Sama.*

The forms in italic above are discontinuous morphemes resulting from a combination of two different morphemes representing two different brand names that advertise cellular phone services. The examples are as follows: *xensasi (sensasi)*, *xlangkah (selangkah)*, *xlalu (selalu)*, *xl so me (eksome)*, *xlgala-galanya (segala-galanya)*, *xmakin (semakin)*, *sensesia (sensasi)*, *flesinet (fleks internet)*, *fleksiirit (fleks irit)*, *mereFLEKSikan (merefleksikan)*, *frentetan (rentetan)*, *xtr@em (ekstrem)*, *paketri (paket tri)*, *trims (tri ms)*, *serta axispro*.

The forms are generally a combination of two or more morphemes, and one of the morphemes is a brand that advertises cellular phone services. However, there are also forms that experience two events. The first is the forms that are presented above, consisting of two morphemes. The second is the forms that experience the sound changes as shown in the following group analysis.

1. The form consisting of two morphemes or more are shown in the following data.

The form *flesinet* is derived from the morphemes *fleks* dan *internet*.

The form *fleksiirit* is derived from the morphemes *fleks* dan *irit*.

The form *mereFLEKSikan* is derived from the morphemes *meN – refleksi – kan*

The form *frentetan* is derived from the morphemes *fren* dan *rentetan*

The form *paketri* is derived from the morphemes morfem *paket* dan *tri*.

The form *axispro* is derived from the morphemes *axis* dan *pro*.

2. The addition of phonemes is done to create new words, such as those presented in the following data.

The form *xtr@em* is derived from the morpheme *xtra* + *@* + *em* to create morpheme *ekstrem*

The form *trims* is derived from morpheme *tri* dan *ms*) to create the word *trims* 'terima kasih'

3. The forms that experience two events, which is a combination of two morphemes or more, and then experience the sound changes as shown in the following data.

The form *xensasi* is derived from the morphemes *xl* and *sensasi*, which creates the morpheme *sensasi*.

The form *xlangkah* is derived from the morphemes *xl* and *langkah*, which creates the morpheme *selangkah*.

The morpheme *xlalu* is derived from the morphemes *xl* dan *lalu*, which creates the morpheme *selalu*.

The morpheme *xl so me* is derived from the morphemes *xl*, *so*, and *me*, which creates the

morpheme *eksome*.

The form *xl gala-galanya* is derived from the morphemes *xl* and *segalanga*, which creates *segala-galanya*.

The form *xmakin* is derived from the morphemes *xl* and *makin*, which creates the morpheme *semakin*.

The form *sensesia* is derived from the morphemes *sens* and *esia*, which creates the morpheme *sensasi*.

Based on the above analysis, such morphological process is intended to:

1. introduce and popularize the brand name that advertises the cellular phone services
2. attract one's attention through the
 - a. word play, such as *xensasi*, *xlangkah*, *xlalu*, *xl so me*, *xl gala* and *sundry*, *xmakin*, *sensesia*;
 - b. acronym, such as *fleksinet*, *fleksirit*, *paketri*, *axispro*
 - c. formation of new words, mereFLEXIkan, *frentetan*, *XTR@em*, *trims*

3.1.3 The Special Terminologies in the Field of Advertising of Cellular Phone Services

Special morphemes are forms that are used in the advertising of cellular phones services, and they are special forms or typical forms which are associated with cellular phones services. The morphemes are often used in the advertising language of cellular phone services because they are expected to lead the readers to be accustomed to the terminologies used in the cellular phone services. Such morphemes can be seen in the following data .

- | | | |
|----|-------|---|
| 34 | (66) | <i>CHATTING SEPUASNYA, DI MANA AJA!!!</i> |
| 35 | (100) | 12 BULAN <i>UNLIMITED</i> WhatsApp |
| 36 | (102) | <i>Free Talk Pulsa</i> Lokal Rp.50,-/30 detik, |
| 37 | (117) | <i>Mentari Blog</i> Contest |
| 38 | (168) | <i>Facebook & Chatting</i> Segila-gilanya dengan DUAL ON GSM RP 999 ribu |
| 39 | (173) | <i>XL Pasca Bayar</i> Selamat Datang dalam Kenyaman <i>UNLIMITED</i> |
| 40 | (203) | Untungnya pakai ESIA tiap bulan dapat fulus,info <i>update</i> terus |
| 41 | (220) | Hape ESIA <i>CONNECT</i> FM |
| 42 | (229) | <i>Talk Time</i> esia 1 jam Cuma Rp 3000. |
| 43 | (279) | <i>Internetan</i> Unlimited 3 bulan Hanya rp 100 Ribu |
| 44 | (304) | Puasnya Internetan dengan SMARTFREN <i>MODEM</i> EC-1261-2 |
| 45 | (313) | Makin gaul makin hemat paket <i>blackberry</i> smartfren mulai dari rp 40.000 |
| 46 | (316) | Smartfren <i>connex internet</i> ngebut harga hemat |
| 47 | (320) | Buruan saaatnya ganti <i>gadget</i> leletmu dengan hape dan <i>modem</i> keren dari smartfren |
| 48 | (321) | Smartfreet <i>No Connect</i> |
| 49 | (323) | <i>Download speed</i> 0.42mbps <i>upload speed</i> 0.16 mbps |
| 50 | (360) | Bebas itu nyata alwaysOn <i>mobile internet</i> . |
| 51 | (94) | Nelpon & SMS Rp 50 ke semua <i>operator</i> |
| 52 | (228) | Murah <i>Nelponnya</i> ,Gaya <i>Hapenya</i> |

The forms in italic are special terminologies that are used in the field of advertising of cellular phones services.

1. *Chatting* is a program for internet users wherever they are so that they can communicate although one of them is far from us.
2. *Unlimited* is usually associated with an Internet connection package. This unlimited package contains a combination of services such as chatting , browsing , social media and streaming .
3. *Free Talk* is the bonus program to talk to other users that cellular phone providers offer, and usually it is accompanied with certain conditions .
4. *Blog is* a web application that resembles the types of writings on a public web page .
5. *Facebook* is a social networking service that offers all people to be able to have a personal profile with the aim of adding a friendship or relationship .
6. *Pasca Bayar* is a payment after use. An example is a fixed phone.
7. *Update* is to bring up to date or commands used to obtain renewal .
8. *Connect* is to connect the computer to a network or the internet.
9. *Talk Time* is the length of time the communication is calculated based on the conversation.
10. *Internetan* is to use any existing site on the internet.
11. *Modem* is a two-way communication tool or hardware that is often used for communication on the computer .
12. *Blackberry* is the cellular phone that has capabilities such as push e - mail and BlackBerry Messenger (BBM)
13. *Connex Internet* is to connect your computer to the internet by using any existing site on the internet.
14. *Gadgets* is a sophisticated device or instrument which has a practical function .
15. *Download* is the process of transmission of a file from a computer system to another computer system.
16. *Upload* is the process of transmission of a file from a computer system to another computer system with a direction contrary to download .
17. *Mobile internet* is a web for devices like cellular phones.
18. *Operators* is a data collection officers who are given the responsibility and authority to manage specific data.
19. *Nelpon* is to connect someone by using a device such as a fixed phone or cell phone .
20. *Hape* is an electronic telecommunication device that has the same basic capabilities as a

fixed phone, but it can be carried anywhere .

3.1.4 Morphological Process

The morphological process of the language used to advertise cellular phone services starts from *telepon* (phone). This form can function as a noun 'a tool to call ' or as a verb 'is calling'. Morpheme *telepon* is a basic form which means 'distant talking'. In the data of language used to advertise cellular phone services, the *telepon* morpheme is not found but the variants of it are available such as *nelepon*, *telpon*, and *nelpon* as shown in detail in the following data.

According to Kridalaksana (2008 : 222), the form '*telepon*' is one of morpheme variants called simulfix-affixes which do not form syllables and are added or merged on the root word, for example /ŋ/ in *ngopi* (root word *kopi*). Morphemes *ngopi*, *ngobrol*, *ngebut* are simulfix forms of *mengopi* (copying), *mengobrol* (chat), and *mengebut* (speeding). These forms are the results of aphaeresis – eliminating sound or word at the beginning of speech Kridalaksana (2008 : 3).

The sound /me/ in the beginning of the following morphemes *mengopi*, *mengobrol*, and *mengebut*, will form *ngopi*, *ngobrol*, and *ngebut* if it is dropped. This condition also happens to *nelpon* (with its variants) *telpon* and *nelpon*.

a. *Nelpon* form

- 53 (29) simPATI SUPER TALKMANIA Sekarang *Nelpon* suka ati
Pagi-Siang-Malam GRATIS
- 54 (58) *Nelpon* Murah rp 20 Dari menit pertama Siang malam
ke seluruh Indonesia
- 55 (91) *Nelpon* Rp 30 per 6 detik ke Amerika, China, Hong Kong, Kanada, &
Singapura
- 56 (94) *Nelpon* & SMS Rp 50 ke semua operator
- 57 (193) *Bayar 1 Menit Gratis Nelpon dan SMS 17jam*

b. *nelpon* form

- 58 (96) Ribuan kali *nelpon* Rp 1000 per hari
- 59 (246) FLEXI MESRA gratis *nelpon* gratis sms 24 JAM
- 60 (299) gratis! *nelpon* se-Indoneia, kapan pun di mana pun
- 61 (358) ke sesama. Gratis *nelpon* setelah telpon ke-5.

c. *NELPON* form

- 62 (126) GRATIS *NELPON* SAMPAI 3 HARI 3 MALAM
- 63 (194) *NELPON* tanpa pulsa 17 jam per-hari
- 64 (260) *NELPON* & SMS ROMANTIS, SIANG MALAM GRATIS
- 65 (274) semua serba GRATIS GRATIS *NELPON* 888 JAM GRATIS 88 SMS

**66 (305) GRATIS NELPON SEPULASNYA KE SEMUA SMARTFREN
DI SELURUH INDONESIA**

In line with the form *ngopi*, *ngobrol* and *ngebut*, *nelpon*, which is derived from *telepon* and is added with the affix *meN* becoming *menelepon*, it has an aphaeresis process to become *nelpon*. This form is similar to *nendang*, *nantang*, and *nonton*.

The writing of *Nelpon*, *nelpon*, or *NELEPON* is the variants that is intended to (1) vary the typing, (2) give persuasive emphasis, (3) suit the typology of writing .

In the data, the population of *nelpon* form is 19 out of 374 data. This form is found in most forms of the language used to advertise cellular phone services.

The form of '*nelpon*' can be seen in this following.

- 67 (44)** Rp.10.000, Untuk 6 Hari *Telpon* Gratis
68 (200) HANYA esia *TELPON* PUTUS KAMI GANTI HINGGA Rp500.
69 (240) TAGIHAN TETAP GRATIS NELPON LOKAL HINGGA 1000 MENIT KE *TELPON* RUMAH
70 (259) sekarang bisa *nelpon* ke Telkomsel, *telpon* rumah, *nelpon* & SMS ke sesama Flexi.
71 (295) 1 kartu 2 nomor *nelpon* dan *ditelpon* termurah

The form of *telpon* and *nelpon* are the variants of *nelepon*. In terms of process, the form *telpon* is an affirmation of command. This is in line with other forms of commands such as *tulis!*, *dengar!*, and *baca!* The use of basic form is to command. The form of *telepon* is found only 5 times in the data.

The form *nelepon* results from the influence of the pronunciation of Indonesian people in general, and specifically Malay. Malay language does not have double consonants since it is difficult to pronounce it. As a result, the form *putra*, *sastra*, and *negri* is pronounced and written *putera*, *sastera*, and *negeri*. In the data, *nelepon* is only found three times.

The form *nelpon*, *telepon*, and *nelepon* are utterances of daily conversation. Kridalaksana (1995 : 54) includes *nelepon*, *telepon* and *nelepon* as utterances of daily conversation. This is similar to utterances of Jakarta dialect by adding suffix *-in*. Kridalaksana portrays a growing language phenomenon in the community as it is. Therefore, the presence of the suffix *-in* and simulfiks *η-* cannot be used in the standard language. In the standard form, the suffix *-in* becomes *-kan* , for example, *masukin* becomes *masukkan*. In addition, simulfiks *η-* is a short form of *makan soto* → *Nyoto* , *minum kopi* → *ngopi* , *makan bakso* → *ngebakso*.

The example of using simulfiks form in the advertising language of cellular phone services

- 72 (9)** JANGAN PERCAYA GITU AJA, *BUKTIIN* SENDIRI UNTUNGNYA!
73 (38) *Ngobrol* sepuasnya seharian tetap Rp 0,5/dtk gak ada batas!
74 (40) *NANTANG* SELEB SERU BERJAM-JAM
75 (135) *Siapin* foto seRu, fuN, & eXprEsif sobat kamu ber-3
76 (152) Tau Nggak *NgeBlog* Makin Mudah?
77 (180) Tetap *Ngebut* & Murah , Kuota 3 kali lipat 3G

- 78 (236) BURUAN *NGENET* IRIT RP2500/hari UNLIMITED
79 (312) Modem smartfren special edition *ngegames* seru tanpa lelet

From the above data, the simulfix forms of advertising language in cellular services consist of:

- (a) *in* form as shown in the data *BUKTIIN* (1) and *siapin* (135), which means to 'command'
- (b) the elimination of affixes as seen in data *ngobrol* (38) is derived from *mengobrol*, *nantang* (40), which is derived from *menantang*, and *ngebut* (180), which is derived from *mengebut*. The forms of *ngobrol*, *nantang*, and *ngebut* are meant to 'affirm'.
- (c) the elimination of affix form *meN* as shown in *ngenet* (236), which is derived from *mengenet* (*net* is the short form of the *internet*) and *ngegames*, which is derived from *mengegames*. This form is also intended to provide a 'confirmation'. This elimination form is commonly found in the morphology system in the advertisement language of cellular services as it is shown in bold type data below.

- 80 (20) BUKTIKAN **NELPON** PAKE FLEXI KAGAK BAYAR
- 81 (25) **Ngorbit** ngobrol irit sejam Rp500
- 82 (40) **NANTANG** SELEB SERU BERJAM-JAM
- 83 (68) SKALI **NELPON** GRATISNYA **NACEP** BERKALI-KALI
- 84 (97) Ada yang lebih murah? Cuma Rp 0 freetalk 5000 **ngobrol** sepuasnya
- 85 (151) **Ngakunya** Xlangkah Lebih Maju ?
- 86 (152) Tau Nggak **NgeBlog** Makin Mudah?
- 87 (180) Tetap **Ngebut** & Murah , Kuota 3 kali lipat 3G
- 88 (204) Hape ESIA **NGOCEH** 2 Rp199 ribu
- 89 (353) Gampang **ngitungnya**, gak ada jebakan dengan tarif flat dari Tri.

The omission of the affix *meN-* can be seen in the following explanation.

1. *NELPON* comes from *menelepon*
2. *Ngorbit* comes from *mengorbit*
3. *NANTANG* comes from *menantang*
4. *NACEP* comes from *menancap*
5. *Ngakunya* comes from *mengakunya*
6. *Ngeblog* comes from *mengeblok*
7. *Ngebut* comes from *mengebut*
8. *NGOCEH* comes from *mengoceh*
9. *Ngitungnya* comes from *menghitung*

3.1.5 Diction

Diction is word choice and clarity of pronunciation to obtain a certain effect in public speaking or in composing (Kridalaksana, 2008:50). Dictions that are focused in this study is assumed to have a persuasive effect in the advertising language of cellular phone services.

The forms that often appear in the advertising language are *gratis*, *murah*, *bonus*, dan *hemat*. Thus, the language used to advertise cellular phone services primarily appeals on “free” and “inexpensive” products.

The morphemic formation in the advertising language, such as *bonus*, *gratis*, *hemat*, and *murah* can be seen in the data below.

Bonus

Sugono (ed., 2008: 207) says that *bonus* is an additional pay, apart from the basic salary, may serve as a reward or incentive; salary is extra wages paid to employees; gratification; incentives¹; Bonus can mean pages or articles supplementary (in magazines, newspapers)². Based on the above definitions, the word *bonus* is closely connected with the institution and agency that have workers or employees. Because of this the terms such as annual bonus, incentive bonus, and production bonus are popular. Now, the word “*bonus*” is used to declare “additional amenities” provided by a person/institution in the form of objects or services in all areas and are not bound to employee - employer relation.

Various meanings of the word **bonus** are presented in the following data.

1) The word *bonus* in the first group of data below serves as information or news

- 90 (37a) simPATI 5000 // Maksimal bonusnya
- 91 (78a) Extra Ampuh 24 jam // Bonus Paling Melimpah
- 92 (118a) Bonus Pulsa // setiap hari
- 93 (280a) Fren EXTRA // EXTRA Bonusnya
- 94 (367a) TARIF HEMAT // BANYAK BONUSNYA!

2) Notice the word *bonus* in the following

- 95 (53) Isi pulsa sekarang dan nikmati simPATI bonus surprise
- 96 (104) Beli Perdana Mentari dapatkan pulsa 12.000 & bonus hingga 100 SMS per hari
- 97 (125) Dapatkan total BONUS dari TiPhone hingga IM3 hingga Rp 3,7 juta!
- 98 (271) Dapatkan Bonus Pulsa RP 500.000 free Flexi Chatting selama 30 hari

The word *bonus* in the second group in the data above states solicitation or persuasion. It is shown by the use of command words such as:

- a. *Isi pulsa sekarang*;
- b. *Beli Perdana Mentari* ;
- c. *Dapatkan*

3) The word *bonus* that has different meaning from the ones in the definition are presented in the following.

- 99 (50) Isi Ulang Simpati 1 April - 30 Juni 2011 BONUS NELPON & INTERNETAN

- 100 (53) Isi pulsa sekarang dan nikmati simPATI bonus surprise
101 (104) Beli Perdana Mentari dapatkan pulsa 12.000 & bonus hingga 100 SMS per hari

The words “bonus” in the third group above data are accompanied with conditions. Each individual bonus is obtained if the condition goes along with it is met. This can be seen in the statement 'bonus would be obtained if ...

- a. mengisi Ulang Simpati 1 April - 30 Juni 2011 (50)
- b. mengisi pulsa sekarang (53)
- c. membeli perdana Mentari (104)

Diskon

The word *diskon*, according to Sugono (ed., 2008: 333), means the rebate; each purchase will obtain discount as many as 15%.

The use of the word *diskon* is found in the following data.

- 102 (154) _ SO ME Dapatkan DISKON & BENEFIT-NYA
103 (165) _ SO ME !!! DAPATKAN DISKON & BENEFIT-NYA
104 (230) atis 1 gelas juice, diskon 15% all item, buy 1 get 1

The word *diskon* in each construction above is intended to inform that

- 1 . Get the benefit of discounts & XL SO ME (154) and (165)
- 2 . Get 15 % discounts on all items , Free 1 cup juice , buy 1 get 1 (230)

Gratis

The word *gratis*, according to Sugono (ed., 2008: 462), means free of charge. The use of the word *gratis* with the meaning free of charge are shown in the following data.

- 105 (36) **GRATIS** AKSES INTERNET 500 MB per BULAN
106 (44) Rp.10.000, Untuk 6 Hari Telpon **Gratis**
107 (65) **GRATISNYA** LEBIH LAMA 30 JAM BERKALI-KALI
108 (69) Beli Kartu As, **GRATISnya** beneran sampai MALAM!
Masih mau pake yang boros?
109 (70) Beli Perdana Kartu As **GRATISANNYA** TANPA SYARAT.
110 (87) Cuma kartu As **gratisannya** gak nanggung-nanggung
111 (130) **G24TIS** Online 24 MB
112 (275) frentetan **GRATIZAN**
113 (298) Nelpon **Gratisan** SLJJ SMS **Gratisan** Pulsa **Gratisan** Ngobrol **Gratisan**

Based on the above data, the word *gratis* has the following forms. They are GRATIS (36), gratis (44), GRATISNYA (65), GRATISnya (69), GRATISANNYA (70), gratisannya (87), G24TIS (130), GRATIZAN (275), dan Gratisan (298)

The affixation in each of the word *gratis* above has the following meanings.

- a. The word *gratis*, with such forms as GRATIS, gratis, G24TIS, means free of charge.
- b. The word *gratis*, with the form *gratisnya* is intended to stress that the suffix *-nya* refers to the brand name of the company that advertises the cellular phone services.
- c. The word *gratis*, with the form GRATIZAN, means 'to get'. Thus, *gratizan* means to get something for free.
- d. The word *gratis*, with the form Gratisannya, means 'to get' the free of charge from the brand name of the company that advertises the cellular phone services.

Hemat

According to Sugono (ed. , 2008: 490), the word *hemat* means 1 careful or frugal in spending money; are not wasteful; smart 2 full interest and attention; carefully ; 3 meticulous thoughts ; opinion

Based on the above understanding, the word *hemat*, referred to in the advertisement, means cautious in spending money ; not being wasteful; and carefully .

The use of the word *hemat* can be seen in the following data.

- 114 (105) Hemat siang hemat malam, nelpon & SMS Rp 50 ke semua operator
- 115 (123) HEMAT di depan GRATIS di belakang
- 116 (208) "PAKE ESIA PASTI LEBIH UNTUNG PASTI LEBIH HEMAT"
- 117 (290) Fren pascabayar Senyaman GSM Sehemat CDMA
- 118 (316) Smartfren connex internet ngebut harga hemat
- 119 (369) AXISGSM - AXIS Hematnya Ke Semua

The word *hemat* is used to inform that the product is a better, superior, more cost-efficient as shown in the following statements.

- 1) Hemat siang hemat malam (105)
- 2) HEMAT di depan (123)
- 3) PASTI LEBIH HEMAT (208)
- 4) Sehemat CDMA (290)
- 5) harga hemat (316)
- 6) Hematnya Ke Semua (369)

The form variation of the word *hemat* that appears in the above data is as follows.

- 1) *hemat*, *HEMAT*, 'tidak boros'
- 2) *sehemat*, 'sama hemat' or 'hemat sekali'
- 3) *hematnya*. 'kata ganti milik' (hemat (nya=merek layanan seluler)

Murah

According to Sugono (ed. , 2008: 941) *murah* means 1 less than the price prevailing in the market are considered; 2 likes giving or help; 3 excess, over, or much; and 4 easy.

The use of the word *hemat* can be seen in the following data.

- 120 (2) punya indosatRp 40/sms seharian **MURAH** BANGEETSS
121 (15) Buktikan **murahnya**
122 (17) **MU24H** itu IM3
123 (88) Mana ada yang lebih **murah**. Beli Kartu As
124 (153) AMPUH **MURAHNYA** 24 Jam
125 (182) Nelpon sebentar atau lama XL bebas tetap **TERMURAH**
126 (354) Nelpon ke luar negeri **termurah** dan terlengkap!

From the above data, the variation of the word *murah* are (1) *murah*, (2) *MURAH*, (3) *murahnya*, (4) *MURAHNYA*, (5) *termurah*, (6) *TERMURAH*, dan (7) *MU24H*.

The meanings of the word *murah* stated above are as follows.

- 1) murah (MURAH) means ' lower than the price prevailing in the market are considered '
- 2) murahnya (MURAHNYA) means ' a particular mobile service prices are cheaper than other mobile '
- 3) termurah (TERMURAH) means ' the cheapest/very cheap.

In other words, the word *murah* is used to give an emphasis on the cheap facility of cellular phone services.

4. Conclusion

Referring to the analysis and the results of research on the morphology of the advertising language system of cellular phone service, it can be concluded that the construction elements of the morphology of the language used to advertise cellular phone services are a) a phonemic and morphological process, b) morphemic formation in morphological process, c) special form, d) Simulfix form, and e) Diction.

The five forms above are the typical forms of the advertising language of cellular phone services. They are seen from their morphological forms and frequency of occurrence. These five forms are the typical morphological system of the language used to advertise cellular phone services, which are qualitative and quantitative and are presented interestingly, creatively, and persuasively concerning the simplicity, inexpensiveness, completeness, safety, frugality, and peacefulness of cellular phone services.

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