AN ANALYSIS OF LEXICAL COHESION IN SPEECH TEXT IN FOOD PRODUCT ADVERTISING VIDEOS

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Abstrak: Advertising as a discourse contains messages that want to be conveyed to society at large. Bango Ketchup, as one of the products that uses unique advertising, always tries to prioritize local culture as an element that must be present in their advertising. To reveal this message, it is necessary to dissect the discourse patterns used from the perspective of the socio-cultural situation, namely the lexical aspect. This research aims to reveal the meaning behind visuals by reading the signs presented in an advertisement. The process carried out, namely data analysis, is described using a qualitative descriptive approach. Research includes collecting various data from research subjects and relevant sources. Then the data is analyzed to gain an understanding of the study object at hand. Some of the activities in this research are collecting data by observation. Then sort and analyze the data. Then it ends by drawing conclusions from this research.

Kata Kunci: lexical cohesion, speech text, advertising video

INTRODUCTION

Advertising is an image of a product to the public so that it is known to the wider community. In general, advertising has two types that we often encounter, both in print and electronic media. Advertisements in print media include banners, billboards and newspapers, while electronic media include radio, internet or television. Of the various variations of advertising, the one that is quite interesting and has great public interest is the advertisement on television. This is because television has the power of visual, auditory and illustrations which are designed creatively and innovatively so that product advertisements are more attractive to viewers.

Advertising on television as a model of discourse has distinctive communication characteristics, one of the most prominent characteristics of advertising is that it tries to communicate the maximum image in a minimum time, so that it can achieve targets which have implications for increasing product sales on the market. Therefore, the use of advertising in mass media is utilized by advertisers to offer and promote products produced by producers and published without making direct contact. Every message in an advertisement has two levels of meaning, namely the meaning expressed explicitly on the surface and the meaning expressed implicitly behind the surface of the advertisement (Noviani, 2002) Sumarlam et al (2004).

The variety of products promoted, namely food, drinks, cosmetics, building materials and others. In general, advertisements are represented concretely through words, up to a series of paragraphs that can be found in mass media. The presentation of advertisements in mass media can be published in written form, has the following

characteristics. its characteristics, namely short, concise, simple and interesting (Morissan, 2014).

Various advertising discourses function to provide information, persuade, remind and influence consumers regarding advertisements published in electronic and print media. Drink advertisements on electronic media, namely the internet, which are delivered in written form are currently the center of attention of consumers who like cold drinks. More than that, each type of discourse also has an opening, content and closing structure that reflects the purpose of the news presenter which is arranged in a structured manner. Message structure in advertising discourse refers to how the content of the message is structured and the important parts that you want to emphasize are repeated so that they can influence consumers to buy the goods offered by the producer. This means that the message is structured in such a way and the form of repetition is carried out using a certain lexicon that is able to attract reading interest and influence consumers to buy products promoted on electronic media in written form.

The type of advertising presented on the internet is built by images, structured lingual units, the selection of attractive lexicon, and a unified series of paragraphs filled with grammatical and lexical elements in conveying a factual proposition in its entirety so as to persuade the audience to buy the product being promoted. This journal article discusses discourse analysis of advertisements for the "Bango" brand of soy sauce produced by PT. Mutual Quality Award. This advertisement appeared on August 3 2020. Soy sauce advertisements can attract consumers' attention in purchasing the available products. What's also interesting is that advertising can never be separated from the creativity of an advertisement. Advertising creativity also makes an advertising message in communicating updates. The advertising language style presented is inviting, convincing of the superiority of a product and influencing consumers to buy it. So that adverts who watch or read short reviews broadcast on television are curious and interested in using the product.

Discourse is a complex linguistic phenomenon, Tarigan (1987) states that discourse is the most complete, highest and largest unit of language above sentences or clauses. Discourse contains high coherence and cohesion, is continuous, and has a real beginning and end that can be conveyed orally or in writing. Tarigan explained that discourse is said to be good if it has high cohesion and coherence and is continuous from beginning to end. Moeliono (1998) states that discourse is a series of sentences connecting one proposition with another proposition, which forms a unified element of relationship between sentences and harmony of meaning which is important in discourse.

Analysis of the lexical aspect of discourse focuses on the meaning or inner structure of a discourse. Analysis of lexical aspects includes repetition (repetition), synonymy (similar words), collocation (opposite words), hyponymy (top-down relationship), and antonymy (opposite words). Repetition (Repetition) according to Oktafianus (2006:63), repetition is the appearance of the same form which refers to the same meaning in a discourse. Meanwhile, according to Sumarlam (2008; 43) repetition is the repetition of lingual units (sounds, syllables, words, or parts of sentences) which are considered important to provide emphasis in an appropriate context. Synonymy or word equivalent is a tool of lexical cohesion in discourse which shows the use of more than one form of language which is semantically similar or similar (Sumarlam, 2008:47). Antonyms

are opposite words. A dynamic discourse also often places lexical cohesion flexibly and variedly by contrasting opposing meanings (Oktafianus, 2006:64).

METHOD

The method used for analysis in this article is a descriptive qualitative method. Descriptive qualitative is a research method that aims to describe the results of analysis of objects (Denzin & Lincoln, 2017; Sudaryanto, 2015; Tjahyadi et al., 2020). The data in this research is qualitative data in the form of words, phrases, clauses or sentences in the form of lexical and grammatical cohesion in Bango soy sauce advertisements. The data source in this research is the Bango soy sauce advertising discourse. Data collection techniques were carried out using documentation and note-taking techniques. This research is descriptive in nature with a qualitative approach. The type of data for this research is primary data. Data is taken directly on online sites, namely the internet, using cellphones and screenshot techniques. This means that data in the form of lingual units in advertising discourse is explored first, then the listening method is used to observe the linguistic characteristics so that they can answer the research object, and categorized based on their characteristics descriptively. Data was taken from five beverage advertising discourses that were considered valid and able to answer this research problem.

ANALYSIS AND FINDINGS
Lexical Cohesion Analysis

Discourse is a complex concept in the fields of linguistics, literature, and social sciences. In general, discourse refers to the use of written or spoken language that forms texts or conversations that have a specific meaning and context conclusion (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Tjahyadi, 2020; Andayani, Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022; Mulyono, Tjahyadi, Hidayati, & Zamroni, 2022). Discourse involves more than just a series of words or sentences; it also includes an understanding of how words, phrases, and sentences relate to each other to convey a message or idea. Discourse can take various forms, such as news articles, short stories, political speeches, everyday conversations, and more. Different types of discourse have different genre characteristics and conventions. Discourse has a distinctive structure and organization. It includes the way information is structured in text or conversation to communicate messages effectively. This includes introduction, development, and conclusion (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Tjahyadi, 2020; Andayani, Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022; Mulyono, Tjahyadi, Hidayati, & Zamroni, 2022).

Good discourse is one that has cohesion at the lexical and grammatical levels. Lexical cohesion is an important aspect in discourse analysis and linguistics. This refers to how the words in a text or speech are related to each other through the use of words that have semantic relationships or related meanings. Lexical cohesion helps maintain fluency and understanding in text or conversation by linking words logically and meaningfully. Lexical cohesion includes several important aspects, including: synonymy, antonymy, etc (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Tjahyadi, 2020; Andayani,

Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022; Mulyono, Tjahyadi, Hidayati, & Zamroni, 2022).

Repetition

In linguistics and discourse analysis, repetition is often analyzed as a form of lexical cohesion, which is a cohesive device used to connect elements within a text or discourse. Repetition is the act of repeating something, such as a word, phrase, or action, multiple times. It is a common rhetorical and literary device used in writing, speech, and various forms of communication to emphasize a point, create rhythm, or reinforce an idea. Repetition can be a powerful tool for driving home a message or making a piece of writing or speech more memorable. However, it should be used judiciously to avoid becoming monotonous or losing its intended impact (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020). In the advertisement "Bango Pangan Lestari" there is an element of repetition of lexical cohesion. That is as seen in the analysis below.

(1) Program *Bango* Pangan Lestari
(2) Berkomitmen sepenuh hati merawat malika
(3) Untuk lestarikan kedelai *berkualitas* tinggi
(4) Hingga anak cucu nanti
(5) Hasilnya, kecap *Bango berkualitas*
(6) Yang terus terjaga kelezatannya, disetiap masakan
(7) *Bango*, karena rasa tak pernah bohong

Based on the analysis above, it appears that the word "Bango" is presented repeatedly. This word functions as a marker of discourse cohesiveness. This shows that in the advertising video there are words that function as markers of lexical cohesion of the repetition type.

Synonymy

Synonymy is a linguistic term that refers to the relationship between words or phrases that have similar or identical meanings, making them synonyms of each other. Synonymy is an important concept in language, and understanding it can be useful for effective communication and writing. Synonymy can vary in degree. Some synonyms are almost identical in meaning, while others may have subtle differences in nuance or usage. It's essential to choose the most appropriate synonym based on the context and the specific shade of meaning you want to convey in your communication (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

Synonymy can be used as a form of lexical cohesion in discourse and text analysis. Lexical cohesion refers to the use of words or phrases to create links and connections between different parts of a text, enhancing its coherence and overall meaning. When synonyms are employed strategically, they serve as a form of lexical cohesion by reinforcing or replacing words or phrases with similar meanings (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020). In the advertisement "Bango Pangan Lestari" there is an element of synonymy of lexical cohesion. That is as seen in the analysis below.

(2) Berkomitmen sepenuh hati *merawat* malika

(3) Untuk *lestarikan* kedelai berkualitas tinggi
(6) Yang terus *terjaga* kelezatannya, disetiap masakan

Based on the quote above, in the video text of the advertisement "Bango Pangan Lestari" there is a synonym in data number (2), the word *merawat* has the same meaning as *lestarikan* in data number (3) and the word *terjaga* in data number (6) so that these three data have equivalent words.

Collocation

Collocation refers to the habitual juxtaposition of particular words or phrases in a language. In other words, it's the tendency of certain words to frequently appear together or near each other due to their natural association or co-occurrence in speech and writing. Collocations are an essential aspect of vocabulary and language usage because they contribute to the fluency and naturalness of communication (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

Collocations can vary from one language to another, and they may not always follow strict grammatical rules. They are often learned through exposure to the language and by observing how native speakers naturally use words together (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

Understanding collocations is crucial for language learners and those striving for fluency in a foreign language, as using words in the right combinations contributes to more natural and accurate communication. Additionally, collocations are essential for writers and speakers to convey ideas effectively and in a way that resonates with native speakers of the language (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

Collocation can indeed function as an element of lexical cohesion in a text or discourse. Lexical cohesion involves the use of words and phrases to create connections and coherence between different parts of a text. Collocations are one way to achieve this cohesion, as they reflect natural and established word combinations in a language. When writers or speakers use collocations intentionally, they can enhance the flow and understanding of their communication (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

In summary, collocation is a valuable element of lexical cohesion because it helps tie together various parts of a text or discourse, making it more coherent, clear, and effective in conveying the intended message or information. Writers and speakers often rely on collocations to ensure that their language use aligns with the conventions of the language and the expectations of their audience (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020). In the advertisement "Bango Pangan Lestari" there is an element of collocation of lexical cohesion. That is as seen in the analysis below.

(3) Untuk lestarikan *kedelai* berkualitas tinggi
(5) Hasilnya, *kecap* Bango berkualitas
(6) Yang terus terjaga *kelezatannya*, disetiap *masakan*
(7) Bango, karena *rasa* tak pernah bohong

Based on the quote above, it appears that in the advertising video "Bango Pangan Lestari" there is a form of collocation marker, namely the words *kedelai*, *kecap*,

kelezatannya, *masakan* and *rasa*. These five words have associations or connections in the field of food. This collocation serves to make it easier for readers to understand the context discussed in the advertisement.

Hyponymy

Hyponymy is a hierarchical relationship in linguistics and semantic theory that describes the relationship between more specific terms (hyponyms) and broader, more general terms (hypernyms) within a semantic or categorical structure. In other words, hyponyms are words or concepts that belong to a more specific category or class, and their hypernyms represent broader, more encompassing categories. Hyponymy is a fundamental concept in linguistics and semantics as it helps us understand how words and concepts are organized in our mental lexicon and how we categorize and relate things in the world. It plays a crucial role in conveying precision and depth of meaning in language and communication (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

Hyponymy can serve as an element of lexical cohesion in a text or discourse. Lexical cohesion involves using words and phrases to create connections and coherence between different parts of a text. Hyponymy achieves this by establishing a hierarchical relationship between more general terms (hypernyms) and more specific terms (hyponyms) within the text. In summary, hyponymy, as a form of hierarchical semantic relationship, contributes to lexical cohesion by helping to structure and connect different parts of a text. It is particularly useful for adding specificity, organization, and precision to the content while maintaining a coherent and logical flow (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020). In the advertisement "Bango Pangan Lestari" there is an element of hyponymy of lexical cohesion. That is as seen in the analysis below.

(3) Untuk lestarikan *kedelai* berkualitas tinggi
(5) Hasilnya, *kecap* Bango berkualitas

Based on the quote above, it appears that in the video advertisement "Bango Pangan Lestari" the hypernym or superordinate is the word *kecap* in data (5). Meanwhile, *kedelai* in data (3) are a hyponym of soy sauce because soy sauce is the main ingredient in soy sauce.

Equivalence

In the context of the English language, "equivalence" is a noun that refers to the state or quality of being equivalent. It denotes the condition of having the same value, meaning, function, or effect as something else. It can also refer to the state of being equal or interchangeable. Equivalence, as a concept, can also be used as an element of lexical cohesion in a text or discourse, particularly when discussing related or similar concepts. When writers or speakers use equivalence, they are highlighting that two or more terms, phrases, or concepts are synonymous or closely related in meaning, contributing to the coherence of the text. In summary, equivalence, when employed intentionally in a text or discourse, can function as an element of lexical cohesion by linking synonymous or closely related terms, phrases, or concepts, thereby contributing to the overall clarity and coherence of the communication (Djajasudarma, 1994; Sumarlam, 2003; Tjahyadi, 2020).

In the advertisement "Bango Pangan Lestari" there is an element of equivalence of lexical cohesion. That is as seen in the analysis below.

(1) Program Bango Pangan *Lestari*
(3) Untuk *lestarikan* kedelai berkualitas tinggi

Based on the data above, the relationship in the meaning of the words between *lestari* in data (1) and *lestarikan* in data (3) is entirely formed from the original word *lestari*, showing equivalence (equivalence).

CONCLUSION

Lexical cohesion that supports discourse coherence in order to form a cohesive discourse in the discourse of the Bango advertisement "Bango Pangan Lestari" on the Indonesian TV Advertisement Youtube account includes: repetition, synonymy (similar words), collocation (opposite words), hyponymy (relationship). top bottom), equivalence (equivalence). In relation to the lexical aspect, this analysis found (i) two types of repetition, namely epizeukis repetition and tautotes repetition; (ii) word-to-word synonymy; (iii) collocations (opposites); (iv) hyponymy (upper – lower relationship) involving hypernym (superordinate), and (v) equivalence (equivalence).

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