



Analysis of Language Strategies in the Digital Promotion of the Mulyosari Group Through Instagram Media

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ABSTRACT

The research data consists of 10 Instagram content from several brands under Mulyosari Group. The analysis was conducted by paying attention to the use of language, communication style, and promotional strategies applied in Instagram content. The results of this study show that the language strategy used in digital promotion at the Mulyosari Group company through Instagram media involves the use of foreign languages, creative, simple, and interesting language. The language used tends to be informal and adopts a more relaxed communication style to attract the attention of Instagram users, the majority of whom are the younger generation

INTRODUCTION

Digital marketing promotion is a marketing strategy that is carried out by utilizing digital technology, such as the internet, social media, email, and mobile applications. The goal is to promote products or services online and increase brand visibility in cyberspace. According to Sanjaya (2020), digital marketing is a marketing activity that has branding in it. marketing activities that have branding in them by utilizing various website-based media such as blogs, adwords, e-mails, websites and various other social media networks. Meanwhile, according to Ali (2018) also suggests that digital marketing is the use of digital technology to achieve marketing goals as well as efforts to adjust and development of marketing concepts, can communicate globally and change the way business is done by companies with customers. The American Marketing Association (AMA) (2017) also revealed that digital marketing is a process, activity, and institution facilitated by digital technology in communicating, creating by digital technology in communicating, creating and delivering various values to interested parties and consumers. deliver various values to interested parties and consumers.

According to Wibowo (2016), digital promotion is an effort to increase sales or awareness of a brand by using digital media such as websites, email, social media. In the Indonesian context, digital promotion is increasingly popular with the increasing use of the internet and mobile devices in Indonesia.

In conducting digital promotions, a brand must design a language strategy in marketing to build a strong brand identity and image. Language strategy involves choosing words, as well as writing styles that suit the target audience and brand objectives. Language strategy in digital promotion is an approach used to effectively communicate brand messages through digital platforms. The objectives of language strategy in digital promotion are to build brand awareness, reach the target audience, increase consumer interaction and engagement, and drive desired actions, such as the purchase of products or services. products or services. By using the right language, companies can achieve their goals more effectively and increase the effectiveness of their digital promotion campaigns.

Mulyosari Group is a business consulting service and houses several brands such as "Ubamie, Huhhah Sambal, Organic Treasure, Bahureksa, Shore, Sweet Miles Essential oil, Tuxedo" and many others. The company was established in 2021 and some of their brands are sought after by consumers because they offer product solutions such as Shore, Shore is a Shoes and Care brand so they offer solutions for dirty shoes and offer low prices but with good quality. Apart from Shore there is also a product that is currently a star in the Mulyosari Group company, namely Organic Treasure, Organic Treasure is an essential oil made from pure organic ingredients, even during the Shopee 9.9 event the sales touched 42 million. This can be achieved of course because of the success of the language strategy in digital promotion itself.

The language strategy carried out by the Mulyosari company varies depending on the type of brand and product. In Mulyosari Group, the promotional content uses codemixed language and slang language. According to Nababan (1984:32), code-mixing is a language situation in which a person uses two or more different languages or language variations in an utterance or speech. According to Mulyana (2015), slang refers to a collection of words or phrases that have special, unique, different, or even contradictory meanings commonly understood by people in a particular cultural group or subculture. Mulyosari Group's goal of using mixed code language is to build an emotional connection with their consumers and can increase consumer engagement and make them feel that the brand is speaking their language.

On the topic that we analyzed, there are several previous studies that are almost Nurwani (2016) explains that one of the functions of language is as a means of communication that can be used in various aspects of human life, such as economy, education, culture, politics, law, and others. Each language has its own characteristics, which can also be found in advertising language. Therefore, advertising language can be considered as a form of language variation. Meanwhile, research written by Nasution (2017) explains that the use of Language Code Mix in advertisements in electronic media such as television and the internet (YouTube). This is important to study from the perspective of language studies because advertising basically uses language as a means to convey messages to consumers. In language studies research, we can analyze the use of language in television advertisements, especially advertisements that use language that is easily understood by the general public and especially teenagers. The focus of this research is on the Code Mix of Advertising Language in Electronic Media, with an emphasis on teenagers as the target of promotion in quite a lot of advertisements. The data of this research consists of written text transcribed from speech in 50 randomly selected television and internet (YouTube) advertisements. (YouTube) that are randomly selected. The data source comes from television commercials aired on National Private Television stations in Indonesia and internet media (YouTube). From the analysis of the 50 advertisements, it was found that 37 words in the advertisements contain code mix. The following are 20 advertisements that contain code mix. This data includes oral speech that has been transcribed. into a written form that contains the insertion of words, phrases, word repetition, idioms/expressions, and clauses of foreign origin. All of these data meet the analysis criteria set out in this study. In the delivery of advertisements, some are done orally such as on television, and some are through writing such as newspapers, magazines, and billboards. The purpose of this paper is to understand the various forms of code mixing in advertisements. The method used in this research is observation and data analysis consisting of advertisements in mass media. While in the research written by Ramadhan, Agnes Z. Yonathan argues that the number of active Instagram users worldwide has reached 2 billion. One account that is active in digital marketing using this application is @shopee_id. The account focuses on providing information about promos and events that will be carried out and has a total of 8.9JT followers. Digital marketing is the use of digital technology to

create effective communication channels with potential customers. with potential customers. The purpose of this research is to study the digital marketing techniques used by the @shopee_id Instagram account. This research uses a qualitative method by analyzing the content produced. The results showed that the @shopee_id Instagram account uses digital marketing techniques, especially sales promotion techniques. This research is useful for increasing understanding and knowledge about digital marketing through Instagram, as well as providing information and digital marketing alternatives that can be used.

The existence of language strategies in a digital-based promotion is common in a brand or brand in this era of globalization. Language strategies can be seen in the presence of code mixing in several promotional sentences aimed at conveying information and communication. aimed at delivering information and communication. However, there are However, there are strong differences from previous research on this language strategy, that is, we chose the object of the Mulyosari Group Company which in its digital promotion uses code-mixed language in conveying information and communication. promotion uses code-mixed language in conveying product information to its consumers through Instagram media. In addition, the focus that is seen from the promotion carried out by Mulyosari Group through Instagram is written in the post or caption uploaded on its Instagram page.

LITERATURE REVIEW

Digital promotion can be done in various media. Media advertising or promotions such as Instagram, Website, Facebook, Twitter, Tiktok, and other media. One of the digital promotional media that is often applied today is digital promotional media digital promotion media Instagram. Instagram is one of the media that is often used and discussed by others. discussed by others. The use of this Instagram application has various features that help to create interesting and entertaining content. This makes Mulyosari Group do digital promotions, one of which is on Instagram.

METHODOLOGY

In this research, the method used is descriptive analytical method. According to researchers in Indonesia, Hamid (2018), analytical descriptive qualitative methods are a research method that involves detailed data collection, then in-depth analysis is carried out to understand the phenomenon under study. According to Arikunto (2010: 3), research using descriptive methods only focuses on describing what exists or occurs in a particular place or location.

The researcher used descriptive analytical methodology in this research, because the researcher can describe, illustrate and analyze language errors in digital promotions carried out by Mulyosari Group companies through Instagram media. After that, the results of the analysis are combined with existing theories in related literature to draw conclusions. This method also allows researchers to examine and analyze data in depth and detail. Digital marketing carried out by the Mulyosari Group company on the Instagram social media site from August 2023 to December 2023 became the main object/source of data for this research.

The listening and note-taking technique is the data collection technique used in this study. This research. Researchers used this technique because the words and sentences contained in the digital promotion Instagram posts carried out by Mulyosari Group from August 2023 to December 2023 were the object of this research. According to Mahsun (2005), listening strategy is a way of collecting data by paying attention to how language is used. This method is used to analyze linguistically written language usage errors. Meanwhile, the note-taking technique is a way to collect data by documenting the information obtained. The note-taking technique used is to record words or sentences that are wrong in language use. After the data is collected, the next step is to analyze the data by identifying, classifying, analyzing, discussing the results of the analysis, and drawing conclusions. This is done in the context of digital promotion of Mulyosari Group companies.

RESULT AND DISCUSSION

In the promotion of one of the brands in Mulyosari Group, several language strategies are often found. Such as language mixing. This paper aims to analyze the language strategies carried out by one of the brands in Mulyosari Group, namely "Sambal Huh-Hah" on Instagram social media.



Image 1. Promotion of Sambal Huh-Hah

The caption of the post reads "We Believe Mie is Best because whatever the noodles are always delicious APALAGIIIIII if combined with MAHAKARYA Huh-Hah Sambal beuhhh will be very tantalizing siiii, so don't forget to checkout Huh-Hah Sambal in our shopee yaaa". The sentence contains two different mixed languages, namely English and Indonesian. This language mixing is usually identified with young people who are popularly used in everyday language. So the existence of language mixing like this is not a strange thing anymore. In addition, with the words "We Believe Mie is Best" which means "We believe noodles are the best" this shows that noodles are the best food that people must like especially if added with the spicy taste of chili sauce huh-hah will certainly be more appetizing. (Nasution, A. 2017)



Image 2. Promotion Sambal Huh Hah

The caption on the post reads "Very Nice", the sentence contains foreign language, namely English, which shows that this pete chili sauce product is very good, which is meant well here starting from taste, product quality and packaging. Not only mixing languages in the caption there is also a contemporary language or slang, namely "xixixi". Xixixi is slang which means laughing. (Nasution, A. 2017)



Image 3. Promotion Sambal Huh-Hah

The caption on the post has a mixture of languages, namely Indonesian and English. In the image of the post there are the words "Best Combination" which leads to the image that fried chicken coupled with sambal huh-hah will be the best combination.

In the caption there is a question "Enaknya Pake Lauk Apa" and next to the writing there is a fried chicken emoticon "🍗" which includes an implied answer to the question.

In the caption there is also English "daily food" which is a word that is often used in everyday language by young people so it is not unusual to say mixed words between Indonesian and English. (Nurwani, N. 2016)



Image 4. Promotion Ubamie

The caption on the post caption has a mixture of two languages, namely Indonesian and English in the sentence "Available at Gojek" even though in other sentences the caption uses Indonesian, in the post caption there is also contemporary language or slang, namely "Sobat". Friend is defined as a close friend or friend who has a close relationship, therefore we hope to be closer to our customers through social media and we also create guessing content so that our followers also have a response by guessing the riddle of the post.

The caption of the post also uses the emoticon which means "location" of ubamie. (Nurwani, N. 2016)



Image 5. Promotion Ubamie

The caption on the post caption also contains a mixture of languages, namely Indonesian and English. It reads "About the taste, don't doubt it, Order immediately to our Outlet or can be Delivery via Online Merchant" the foreign language word is also used by today's children as a contemporary language or slang that may be familiar. Where in the caption it also informs that ubamie can not only be ordered to the outlet but also online such as Go-food, Grabfood, & Shopfood. In the hastags they use, we can also get information that ubamie is a delicious bakmie in Surabaya. (Nurwani, N. 2016)

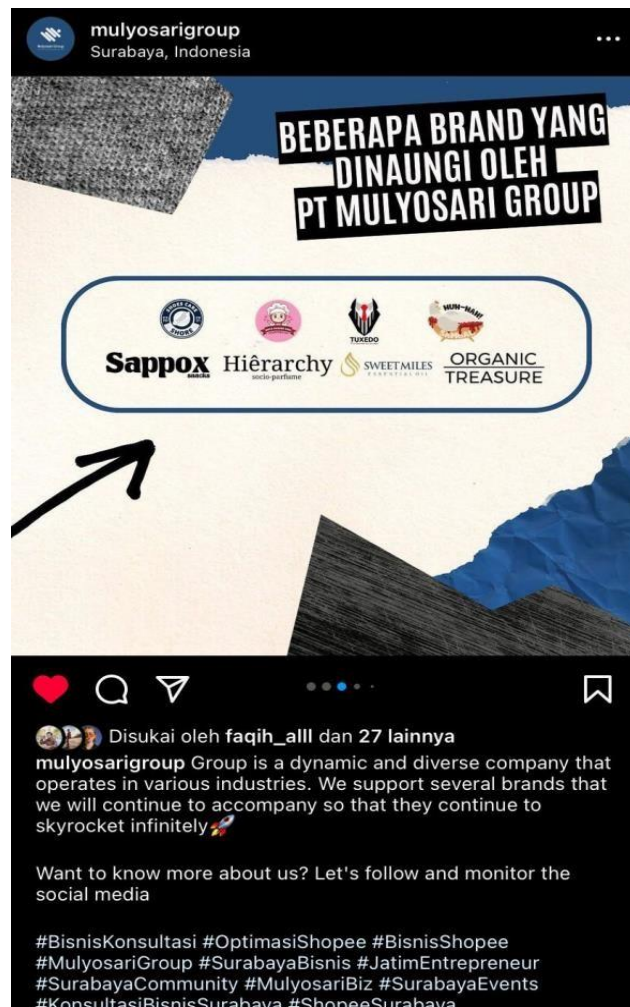


Image 6. Promotion Mulyosari Group Company

The caption on the Instagram post contains two language mixtures, namely Indonesian and English, the image uses Indonesian but the caption of the post uses English "Group is a dynamic and diverse company that operates in various industries. We support several brands that we will continue to accompany so that they continue to skyrocket infinitely?"

Want to know more about us? Let's follow and monitor the social media" in the caption means that

Mulyosari Group is a dynamic and diverse company that operates in various industries and also Mulyosari Group supports several brands that will continue to accompany until they skyrocket infinitely. The rocket emoticon " 🚀 " can be interpreted as success, speed and flight, this implies a hope that this company will achieve success and fly / soar without limits like a rocket. (Nadhiro, S., Rachmasari, S. S., Jayanti, R., Amelia, S., & Sholihatn, E. 2023)



Image 7. Promotion of Mulyosari Group as a Business Consultant Through Educational Content

The caption of the post contains a mixture of languages, namely Indonesian and English. In the first paragraph the caption uses English and in the second paragraph the caption on the post uses Indonesian.

The post contains education about BPOM so Mulyosari Group as a business consultant provides education to its Instagram Followers through its Content. The hastag used is also #konsultanbisnis, to provide information that Mulyosari Group is a consulting company. (Harsanti, A. N. 2019)



Image 8. Promotion Organic Treasure

The caption on the Instastory contains a mixture of language and slang. In the sentence "The smell is good, and honestly makes a good mood anyway" the word good mood is not only

English but the word is already a slang that is often spoken by today's children. (Nurwani, N. 2016) The Instastory also attached a purchase link with an emoticon " " which means shopping cart/trolley.

The Instastory is also supported by a song that is currently viral, namely "Penjaga Hati".



Image 9. Promotion Sappox Snacks

The caption of the post has a mixture of languages used, namely Indonesian and English, there is also slang / current language used in the caption. In addition, this Sappox post uses seduction puzzles that are usually used by young people, from the caption it can be seen that their main target market is young people who like to buy snacks but this snack is made healthy from fruits and vegetables.

In the words "AFH IYH KAK?!" it is a sentence very very often used in the communication of young people now which includes slang / current language. (Wulandari, R., Fawaid, F. N., Hieu, H. N., & Iswatiningsih, D. 2021).

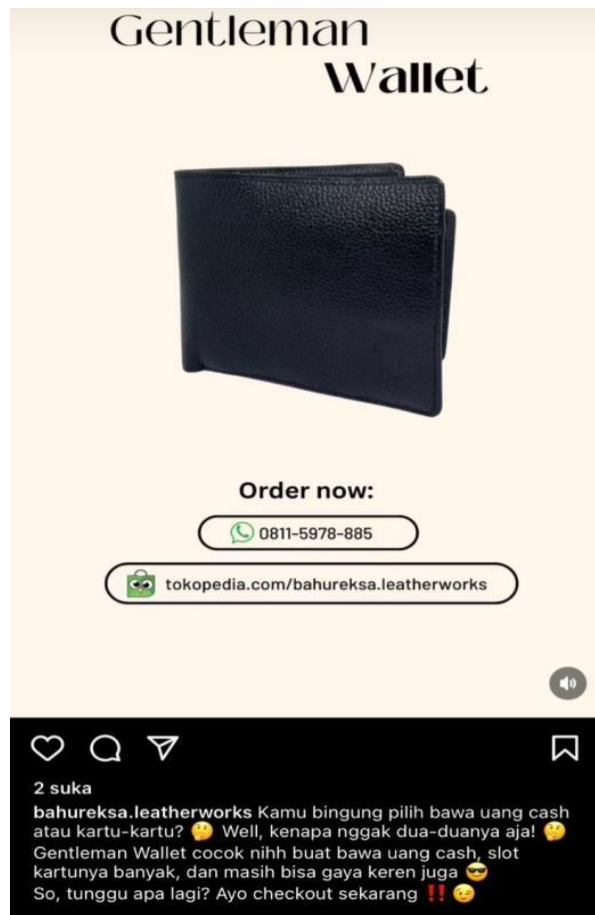


Image 10. Promotion Bahureksa

The description of the image and caption on the post can be seen that there is a mixture of languages. In the picture there is the word "Order now" which is often used in sales when promoting their merchandise.

The first sentence in the caption is "Are you confused about carrying cash or card ?" The emoticon means "confused" from the question of course if we want to carry cash and cards we can use products from Bahureksa because the wallet can be made to carry cash and there is a card slot. In the caption, there is also slang that is commonly used in everyday life, namely "well and So", the word is familiar to us as young people. (Nasution, A. 2017).

CONCLUSION AND RECOMENDATION

In the promotion of several brands under the Mulyosari Group company on Instagram, language strategies such as language mixing, slang, and implied language are found. Language mixing refers to the use of English and Indonesian, which is often used by young people in daily communication. In addition, there is also the use of slang that describes certain situations. The use of emoticons also supports the message to be conveyed. The approach used by Mulyosari Group in the use of language strategies in its digital promotions on Instagram also shows an attempt to reach a younger audience and connect with them through the language they recognize and use daily. The use of mixed language, slang, and informal writing style can help the brand of this Mulyosari Group company to create a creative and relevant identity among their target consumers. By combining creative language approaches and wordplay in their captions, Mulyosari Group manages to convey the message of their product's superiority in an engaging and memorable way. This can help create a strong impression and differentiate their brand from competitors in the market. Mulyosari Group effectively uses language strategies in their digital promotions to attract audience attention, build a creative brand image, and demonstrate the benefits and uniqueness of their products. With this approach, they can build strong relationships with consumers and differentiate themselves in a competitive market.

Further research needs to be done using quantitative methods to find out more about the language strategies used by distributing questionnaires.

FUTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic Analysis of Language Strategies in the Digital Promotion of the Mulyosari Group Trough Instagram Media in order to perfect this research and increase readers' insight.

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