

LEXICAL MEANING AND CULTURAL ADAPTATION ON THE PRODUCT OF NESTLE DANCOW

MAKNA LEKSIKAL DAN ADAPTASI BUDAYA PADA PRODUK NESTLE DANCOW

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Abstract

Commonly, an amazing and attractive advertisement intends to hypnotize their target consumer in seeing, reading, or even hearing the ads continually. Besides, the power of persuading and motivating in messages from the way of informing product benefit could also give impact to buyer in deciding to buy the product. This research discusses the contexts of advertising found on packages of two Nestle products, especially Nestle Dancow Actigo and Nestle Dancow Enrich. These products were analyzed based on pictures or symbols and text found on packages. It is aimed at finding out the context of discourse advertising on those packages. Data were collected from analysis of text, including pictures or symbols and additional questionnaires distributed to 50 respondents located at Denpasar and Gianyar. Urban society were used to evaluate concerning on their understanding of English even though Indonesian language mostly applied on packages of products. Method used in analyzing data is descriptive qualitative and quantitative with simple statistics and explanation. It showed that connotation and denotation meanings highlighted lexical items and its cultural adaptation using process of *copy adaptation* to fit the culture of their targeted consumers. Means found 6 words or phrases of English from 10 of them on packages understood by 50 respondents as of: 35 for *Full Cream* as highest score and 16 respondents for *FortiGro* as the lowest score. In addition, brand name, symbol and images showed producer seemed to have close relationship with consumer and able to attract target consumer attention as majority of findings. It can be concluded that ads on packages of Nestle Dancow had succeeded to be understood by the society through the messages implied.

Keywords: connotation, culture, denotation, meaning

Abstrak

Iklan yang memukau dan menarik biasanya menghipnotis target konsumen untuk senantiasa memiliki keinginan melihat, membaca, ataupun mendengarkan sebuah iklan secara berulang-ulang. Selain itu, kekuatan pesan dalam membujuk dan memotivasi dengan cara menyampaikan manfaat produk pun dapat mempengaruhi pembeli dalam mengambil suatu keputusan untuk membeli produk. Penelitian ini membahas isi iklan pada dua kemasan produk Nestle, khususnya Nestle Dancow Actigo and Nestle Dancow Enrich. Produk tersebut

dianalisis berdasarkan gambar atau simbol-simbol, dan teks yang ditemukan pada kemasan. Penelitian bertujuan menemukan konteks yang ada dalam iklan pada kemasan Dancow. Data dianalisis dari teks, gambar atau simbol, dan kuesioner yang disebarakan kepada 50 responden berlokasi di Denpasar dan Gianyar. Masyarakat perkotaan digunakan dalam menentukan pemahaman mereka terhadap bahasa Inggris, walaupun bahasa Indonesia juga banyak pada kemasan itu. Metode yang digunakan adalah deskriptif kualitatif dengan statistik sederhana. Hasil penelitian menunjukkan bahwa makna denotasi dan konotasi mendapat penekanan serta adaptasi budaya dengan proses adaptasi duplikasi untuk menyesuaikan dengan budaya target konsumen. Pemahaman bahasa Inggris ditemukan dengan rata-rata 6 kata atau frasa dari 10 kata atau frasa pada kemasan dari penyebaran kuesioner kepada 50 responden, seperti Full Cream dipahami oleh 35 orang terbanyak sedangkan FortiGro dipahami 16 orang yang merupakan jumlah responden terendah. Nama merk, simbol ataupun gambar menunjukkan bahwa produser tampak memiliki hubungan yang dekat dengan konsumen dan mampu menarik perhatian konsumennya sebagai mayoritas temuan. Dengan demikian, temuan hasil penelitian menunjukkan bahwa cara penyampaian pesan iklan pada kemasan Nestle Dancow telah berhasil dipahami oleh masyarakat.

Kata kunci: konotasi, budaya, denotasi, makna

INTRODUCTION

Advertising is one of the unique media to be analyzed since it can cover various aspect of the language including culture. It influences consumer in making decision to buy the product. This depends on their impression and agreement if they have seen and read the packages of product through words or even images created. A creative designer intends to apply their capability in this circumstances by constructing text to give a powerful effect on the language applied and images as the additional device. There is a relatively close relationship between a demand and ‘power of language’ when someone, in this case a consumer indirectly instructed to buy the product by the producer. If suitable combination through adaptation of culture is useful to be designed for consumer as target market.

In this research, our concern is on the lexical items meaning as written text used on the package of product, including symbols or image. The purpose is for promotion and attracting consumer attention. It influences them in making decision to buy the product. Granat (2003, p. 83) mentioned that AIDA

(Attention, Interest, Desire and Action) formula is used to evaluate the messages of an ads, created to attract the addressee attention; increased interest to the product, messages and service being offered; stimulate their desire to buy any product; and force a person to take reaction afterwards. Based on his statement, it is essential to emphasize the messages applied to ensure that advertisement has been running on the right track. This study of ads on the packages of Nestle Dancow is interesting to be analyzed because mainly concern on the context of meaning and messages interrelated to support the product selling. Meanwhile, Cook (2001, p. 213) and Goddard (2002, p. 10–13) conveyed that text in discourse advertising is explicitly multimodal into its practical. They majorly underlined that advertising as discourse, not mainly focus on the language itself but also examine the context of communication: who is communicating with whom and why; the kind of society and situation; medium used; different types and acts of communication evolved and their relationship including culture. Bateman *et.al* (2002, p. 1) also supported this statement, related to Cook’s multimodality

in practical. In addition, Boeriis (2008, p. 220) in his journal article analyzed text and context for its meaning-making from a multimodal perspective, the situational context of communication situation that labeled in five elements: actual sender, actual receiver, producer, target audience and text. These are related to the complexities of items that can be analyzed in an advertisement.

As mentioned by Pariatmoko and Anggraeni (2012, p. 176—177), Nestle is one of the well-known product in Indonesia and derived from Switzerland since 19th century. This product has its local entrepreneurship partners in Indonesia since 1971 started in a limited company of Food Specialties' Indonesia at Waru factory (East Java). Then, in 1979 established coffee processing company located at Panjang (Lampung) as the second factory of Nestle in Indonesia. Because of the increase of consumer demand so Kejayan factory at Pasuruan (East Java) started to be operated in 1988 that produced a big capacity of milk to replace Waru factory.

The product of milk varied as of: Dancow 1+, 3+, 5+, actigo, enrich, batita, calcium plus, etc. The lexical items and image on the packages of Nestle Dancow has been creatively designed with innovation according to their types and standard use of age. Urban society as consumer has their own perception of the lexical meanings implied on the packages. The diversity could be influenced by their background of knowledge, social interaction to obtain information concerning on the product, and belief. Lexical items absorbed on their thought after reading text, and then messages received will be evaluated, considered into meanings and final decision to be executed.

There are several assumptions encountered in the text or lexical items of advertising, as of: consumer's understanding to a particular text of Dancow which may differ concerning on English versus Indonesia texts listed on

packages; differences of denotation and connotation meaning on lexical items; brand names and product quality of Nestle Dancow have a high value of impression to the urban society; text and its context including images could attract consumers in conditioned within the cultural adaptation in Indonesia.

Based on the above assumptions, further analysis related to advertising discussed for its English text presented on the packages of Nestle Dancow and Indonesia text will be analyzed on its role of explanation. These problems are useful to know the society's understanding of language applied on the package, interpretation of interactive image or symbols that can attract consumer attention for their product quality. Several part of multimodal aspects were analyzed in the result of discussion focusing on meanings of connotation and denotation as the paramount of words implied on the package, including participants intention and interpretations, co-text, knowledge and beliefs, attitudes, affiliation and feelings, including their facial expressions and gestures (in pictures). These were combined, interacting in a way which is meaningful and unified by the participants as they used their cognitive processes with features specific of culture. Further research of Dohaiei, M. and Ketabi, S. (2015, p. 220 and 230) in the international journal of *Mediterranean Journal of Social Sciences* observed the understanding of Persian EFL learners' problems in reading advertisements. They found that students encountered problems not only on semantic, syntactic, and language aspects of phonology on advertisements, but also non-linguistic elements such as colors. That research also using advertisements as the object but rather different types of object used compared to this study. Those Iranian EFL learners were not able to be understood hidden strategies used in advertisements i.e. phonological, syntactic, semantics and psychology of colors. Besides, given sentences cannot be translated since

they did not know the meaning of words in advertisements. The strategies used as ways of achieving particular ideologies. Their theories were using Systemic Functional Grammar by Halliday (1994), critical discourse analysis by Fairclough (2010), rhetorical figures by Huhmann (2008) and color psychology by Kress and Van Leeuwen (2006) which are different from this study even though discourse is also used for the research. However, this research only using discourse analysis in advertising. Additionally, Tehseem and Kalsoom (2015, p. 81) in the international journal of *European Journal of Research in Social Sciences* analyzed cosmetics advertisements in fashion magazines. They found manipulation of women's mind in Malechauvinistic society. The power found through language and signs implemented on the beauty products. Besides, printed media constructed certain ideologies of feminism in its advertisements. Moreover, discourse analysis used the idea of Fairclough's concept of language, power and knowledge to analyze text with signs in cosmetics advertisement and multimodal social semiotic. The research similar using discourse analysis but the different with this study in the types of advertisement used which is not using Fairclough's concept. Those journals supported the analysis on this study of advertisement of Nestle products since most of the analysis concerning on advertisements.

METHOD

This study was conducted at Denpasar and Gianyar for the field research. The respondents were urban society from those areas. They were consumers of Nestle Dancow product. However, literature study conducted in Denpasar done by us as researchers for data analysis.

There were two methods used to collect the data such as: descriptive qualitative (Sutopo, 2006, p. 55) and quantitative by using table (Narbuko and Achmadi, 2007, p. 112)

The technique of research can be explained as follows. Data source was collected from 50 (fifty) questionnaires distributed to Dancow consumers located in Denpasar and Gianyar whose familiar with the product for their daily life consumption. Interview was also conducted in order to direct the respondents in filling out open-ended questionnaire. These data were sorted and classified based on their level of understanding English words or phrases on the packages by asking them to translate the words meaning into Indonesia. The data was sorted and put in table to find the number of respondents who able to translate 10 (ten) English words and phrases from Nestle Dancow product. Then, these were being calculated for the total numbers of respondents understanding per items. Finally, for the means of their understanding was calculated with the following formula.

$$TA: TR = m$$

TA: total answer per items

TR: total respondent

m: means

The result was observed and analyzed whether the product able to adapt within Indonesia's culture. The Indonesia text only compared on how they are explaining the English text, but not deeply analyzed since the urban society is the native speaker of Indonesia. Additional documentation was provided to obtain information concerning on the analysis of lexical items or text types and image on the packages.

This research was qualitatively analyzed based on Cook (2001) and Goddard (2002) in discourse advertising. Quantitatively, it was measured on means from the respondents understanding of English found on the product of Nestle Dancow Enrich and Actigo.

FINDINGS AND DISCUSSION

Nestle designed with variety of product and packages. They seemed to have a high quality of product since which has been presented into the packages. Pictures, text, including colors and font sizes created by the designer also have meanings on the package of product. Those components collaborated to give good impression to consumer who intends to buy the product. In this case, producer has an important role in the whole elements needed for attracting consumer attention. Goddard (2002, p. 23) differs the terms of a text as an advertisement into:

Table 1 Terms of Advertisement

Word	Antonym
Writer	Reader
Sender	receiver
Producer	consumer
Addresser	addressee

He mentioned differences of terms related to the academic domains, as of: ‘writers and readers’ from different literary studies in which text is seen as an artistic written entity and composed by a creative individual; ‘sender and receiver’ as ideas of science in which messages seen as factual transmissions sent through messages; ‘producer and consumer’ from social sciences that emphasizes commercially of the interaction, trade as text; ‘addresser and addressee’, text as spoken interaction in face-to-face personal communication. In this case, advertising often uses literary devices and aspect of scientific technology to send messages for purposes of trade; appears speaking personally to the reader; more dramatic than programs or articles they punctuate.

Based on the terms conveyed by Goddard (2002) above findings found can be further explained in the following discussion.

Terms on Nestle Package

The management team of this product seemed to have close relationship to work together and well planning production. It can be seen from terms implemented on the packages. Those terms of Nestle milk product can be interpreted, such as: consumer and producer since related to advertisement, also messages and interaction applied in each of the products. Comparative reference was not found on the product because Nestle is already placed as a well-known product by the society. Specifically, the information given was given with science proof but explained in lightly understood. In addition, the majority of Indonesian vocabulary items such as: *bergizi lengkap* (complete nutrition), *seimbang* (equivalence), *sehat* (healthy), *asupan kalori* (calorie intake), *gula lebih rendah* (low sugar), *menjaga* (protect), *mengandung* (contain), and *membantu* (help) were the important elements found on the packages. Most of them are strongly connected with the product’s proposed ‘unique selling proposition’ which shows the quality that is persuading to buy their branded product with valuable information provided. Goddard (2002, p. 73) stated that these terms are like ‘buzz words’ that suggesting a kind of electrical charge as a result of making connection, getting on place, making the right respond and action.

The impression and attraction corresponds from the languages being used between the producer as the writer or narrator who intend to give informative explanation concerning on their product quality. In the social sciences, it emphasizes the commercially the nature of interaction and text as the trade of product. However, the urban society at Denpasar and Gianyar reacts as the consumer and also reader whom critically evaluated the product in purpose of making decision whether to buy for their consumption or not.

Context of Product

The context is important in advertising because it is related with the creativity or brilliant ideas. This becomes a memorable advertisement and unforgettable in the minds of targeted consumer. These days, creative thinking is essential for challenging with competitors. Mainly, these things had been found in the two products of Nestle with their innovative brand. According to Cook (2001, p. 213), advertising as discourse is complex in which is not concerned with the language alone but can be analyzed into its context, consists of:

- a. substance: physical material which carries text.
- b. music and pictures
- c. paralanguage: meaningful behavior that accompanies a language, i.e. voice quality, gestures, facial expressions and touch, letter sizes.
- d. situation: the properties and relations of text as object that perceived by participants
- e. co-text: text which precedes under analysis, and participants judge it to be the same discourse.
- f. intertext: text which participants perceived to belong to other discourse but associated with text under consideration, and that affects its interpretation.
- g. participants: intention, interpretation, knowledge, feelings beliefs, attitudes and affiliation of participants.
- h. function: what the text intended to do by the senders and addressers, or receivers and addressees.

Those eight contexts of advertising were further discussed in the following paper focusing to particular product of Dancow depend on the findings of research but focused on the meaning of lexical items used written text and additional image on packages.

There were some previous studies conducted related to advertisement such as: Puspita (2005, p. 6) who conveyed that most

of text on printed advertisements used is expressed in informational function, aesthetics and directive ways. Meanwhile, Gemitri (2012, p. 10) underlined advertisement in terms of structures and components. She found out that most printed text has denotative meaning and texts were attractively displayed. Additionally, Sukarini (2012, p. 272) in her dissertation conveyed that variation of lexical elements used in the meaning of public service advertisements were found in imperative, interrogative, declarative forms which function to give information. Moreover, some opinion related to advertisement mentioned by Setiadi, N.J. (2003, p. 299), Schiffman, L.G and Kanuk, L.Z. (2007, p. 112) that culture could be effecting consumer behaviour which accumulate to his or her personal feelings in giving evaluation to an advertisement. However, Mulyawan (2010, p. 65) conveyed that advertisement can be analyzed into macro structure analysis for its meaning with the combination of textual and messages, including social and culture factors.

In the context of the package of Nestle Dancow found that products were designed by primary substance of hard cover paper, inside package of aluminum papers milk powder was tightly wrapped to protect the condition of product, and printed ink color with various combination of letters size, including pictures. Actually, music was not presented on the package but mostly combined with pictures or images. Paralanguage i.e. gestures, facial expressions, touch and letter sizes are applied on the packages with their characteristics of meaning. The context of situation is familiar to the participant on the product promotion which had been continually known and watched through TV media, internet, and radio. Pictures take part on the packages to take the attention of consumer.

The language used is Indonesian and English. English lexical items as verbal signs

on each package effected to their meaning in Indonesia and related to the process of *copy adaptation*. Meanwhile, images or pictures presented as the additional variation in the non-verbal signs. Co-text or intertext noticed by the participants or consumers by the listed branded product which is written with Nestle in each package. It meant that Dancow belongs to the similar brand. Participant is the consumer who gives reaction on their belief of product and producer is the one who is responsible with the product from its production and marketing. The function of Nestle milk products have similar purpose to persuade consumers and make them believe that the product can give benefit to their family members.

The detail results of study can be analyzed in the following discussion concerning on meanings, co-text and intertext, brand name, symbol and image, understanding of English, and cultural adaptation.

Denotation and Connotation Meanings

Denotation meaning is the reality of meaning that can be explained in dictionary. However, connotation meaning is an idea which word makes one think of the main meaning (Oxford, 1994, p. 320 and 247). Names on the short list of each product Nestle Dancow proceeds to the market could be related with denotation and or connotation meanings. This could be observed from their variation of product name that has its specific characteristics, as below:

Data 1

Enriched Instant Cokelat denotation meaning differ in part of the lexical items, especially *enriched* refers to make somebody or something rich or richer. The connotation meaning is relatively for the benefit of producer to receive valuable income for their company and consumer to obtain a healthy life by consuming a qualified product of milk; *instant* denotes ready to be used or consumed. The connotation

meaning related with producer intention to present the quality of nutrients milk to the market (consumer); *instant cokelat* defined the sense of chocolate taste, even these were written mixed languages (Indonesia-English) but the word *instant* has known similar to *instan* meaning in Indonesia *makanan atau minuman siap saji*. The perception of consumer's meaning was relatively similar to their understanding that it denotes to milk chocolate that is ready to be consumed.

Data 2

Enriched Full Cream has denotation meaning and differ into the words of *enriched* denotes similar as nutrient content of making somebody or something rich or richer for the producer benefit of income and consumer's health, however, *full cream* representing the yellowish-white liquid that is the fatty part of milk. It connotes for higher income received by the producer and consumer can obtain beneficial nutrition.

Data 3

Enriched Instant separated into *enriched* has the same denotation meaning as mentioned above and *instant* means milk that is ready to be used or consumed. Both have connotation meanings of benefit for producer and consumer's healthy life.

Co-Text and Intertext on Package

Repeated English lexical items were found on most packages in a co-text, particularly on Enrich and Actigo products. It seemed that repetition made function to create a mindset for consumer and indirectly influenced them that producer care on their needs. It also proves that those belong to the similar product of Nestle, as mentioned below:

Data 4

The slogan *Good Food, Good Life* means that

nestle aim at providing the best tasting product in their categories, eating and drinking and famous about enjoyment and pleasure. The producer also wanted to improve the nutrition to their categories to ensure that their product launches taste better and nutritionally superior compared to those of market competitors that showed from its sustainable innovation and renovation of product (Nestle Indonesia creating shared value report, 2011, p. 32). This refers to the denotation meaning for its producer. It is explaining on commitment to combine science and technology which fulfill basic human needs of nutritious food, including milk that are safe to be consumed. Connotation could be conveyed that future planning could be achieved if supported with better nutrition absorbed in our body. The function of the slogan is to give an understanding to the consumer as the target of producer. They care to their surroundings including environment condition through social activities. The slogan is placed inside the circle meant that the other related lexical items should take concern on the natural environment for a healthy life of human livings.

Data 5

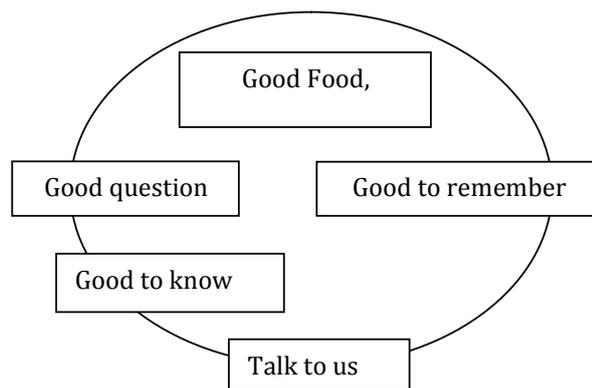
Good Question listed on Nestle Dancow Enrich and Actigo conveyed with a question, asking the consumer as a mother whether she has known nutrient content on each milk packages for essential growth and its function in maintaining healthy bones of a child. This question answered with the lexical items and put on the left side to illustrate inquiry that is directed to the mother as target reader and attract her attention on acknowledgement. It is mentioned with imperative sentence to highlight the importance of nutrition intake for children. Based on the question, the advertiser has directed with the answer below the question such as: *Good to know* to answer. It is explained with the content of each product, i.e. sugar,

vitamin, calcium which are essential for growth and nutrition. Furthermore, it is related with the next phrase *Good to remember* on the right side, detail of information concerning on the function as of: ferrum, calcium, protein, and zink. Finally, the rest of the product additional information, inquiry, and also social activities could be found on *Talk to us* giving further contact services to *Nestle Consumer Services* phone number and website. The whole phrases given are using English to give impact on the branded product. However, explanations of each item are given in Indonesia to be easily understood by the society.

Data 6

Based on our analysis, the combination of English words as phrases connected between each of them, including the slogan has been considered by the producer for attracting the consumer attention as participant to read the text. Those lexical items can be illustrated, as below:

Figure 1 Nestle Slogan on Dancow’s Package



Source: Nestle Indonesia Creating Shared value report

In fact, the above illustration could be explained in its circularity that they have a close relationship of communication. It could give reaction on personal feeling of consumer to buy the product. Those English words or phrases

adapted from the package of Dancow and can be seen in on the back of each package. The detail of information was descriptively mentioned in Indonesia language regarding on its product quality as further explained on Table 2.

The whole words indirectly guided them to be familiar with the product for its tastes and benefit of health. It seemed that those words were created in a co-text, derived from the same product which has the same meanings and repeated in each type of packages. They have similar connotation meaning presented to the well-known product quality through years, referred to consumer requirement of surroundings and environment. Participants involved are producer as a creative designer and consumer as the person who will be responding into reaction for the information given in written on the packages.

English Understanding of Urban Society

There were 4 (four) different taste of Nestle Dancow product analyzed concerning on English words or lexical inserted on the packages. Majorly, short texts were found on each package. As mentioned in Nestle Indonesia creating shared value report (2009, p. 42), this product provided with Nestle Nutrition Compass, a tool that had been giving information of product nutritional benefit to consumers concerning on nutritional content, health tips, servings and information of telephone number that can be found on the back of all product packages. Basically, this product had strongly connected to influence and attract attention of Indonesian consumer by presenting innovation of words on their packages to give positive impression.

Two packages of Nestle Dancow Enriched and Nestle Dancow Actigo were analyzed but in four different position, such as: front size, back side and left side. Then, 10 (ten) English lexical items or text used to measure their understanding of meaning. Words or phrases

were chosen for the data because often found on the packages even though most of them written in Indonesian text. Moreover, the respondents used to fill in questionnaires were Indonesian as native speakers of Indonesian language, those who consumed the product, and majority language found in the product. The level of understanding observed from their ability of translating English words or phrases into Indonesian according to the numbers of respondents who able to answer them in the questionnaires, as listed below:

Table 2 The Level of Understanding English

Lexical items	Total Answer per lexical items
En	20
IsC	33
FCr	35
GFGL	29
FGr	16
Gq	29
Gkn	30
Gtr	29
Tus	27
NCS	33
Total Answers	281
Means	281:50 = 6

Description:

R1–R50= Respondent number 1 up to 50

En = Enriched

IsC = Instant Cokelat

FCr = Full Cream

GFGL = Good Food, Good Life

FGr = FortiGro

Gq = Good Question

Gkn = Good to know

Gtr = Good to remember

Tus = Talk to us

NCS = Nestle Consumer Services

On table 1 is presented with R1–R50 for the number of respondents who had filled in the questionnaires, lexical items were sorted with English words that occurred on packages, total answers per lexical items were presented in numbers according to the findings of respondents understanding, total answers of

the whole number from the result of answering, and means mentioned is the total answers divided by total questionnaires spread to fifty respondents.

Generally, the result showed that respondents understanding of English on packages were around 6 (six) words or phrases from 10 (ten) words or phrases understood of its meaning. In this case, significant understanding was found from most consumers who have a good understanding of English inserted in the majority of Indonesia text. It depends on their background of knowledge; memorizing and interest to read the whole words provided and absorbed them into their mind in order to get the meaning. The highest of 35 (thirty-five) participants answered and understood the meaning of *Full Cream* because most of them have read and noticed the meanings experienced through taste of cream. *FortiGro* was the lowest grade rating of understanding, only 16 (sixteen) of them could realize the meanings since they have read the detail of nutrient composition used in 40g (forty grams) for optimum growth which is presented in Indonesia text.

Majorly, the questionnaires fulfilled by 50 (fifty) respondents response of English lexical meanings into Indonesia translation as follows: Enriched: diperkaya; Instant *Cokelat*: *cokelat instan*; Full Cream: *kandungan susu dengan krim*; Good Food, Good Life: *makanan sehat, hidup lebih baik*; FortiGro: *40g kandungan nutrisi untuk pertumbuhan*; Good Question: *pertanyaan cerdas*; Good to know: *baik untuk diketahui*; Good to remember: *baik untuk diingat*; Talk to us: *hubungi kami*; Nestle Consumer Services: *kontak layanan nestle*. Actually, English is the minority language found but English words or phrases are the important part to be analyzed since these can give impact on the product selling.

Literate consumers were impressed on the Indonesian and English texts because

explanation has been mentioned in detail from the producer on each package, including consumer services if they have further information needed without leaving any space on the sides of package. However, from those result English text has taken the minimum position in the whole text compared to the use of Indonesia text provided on packages. According to their answers of meanings translated into Indonesia, respondents as the consumers considerably understood what is meant in English lexical items even though their concentration was on the Indonesia text rather than English text. The consumer could read and understood on the product even though producer inserted English lexical items on each package.

Design and innovation of each product has been well prepared by the creative designer in which presenting the perfect goal to believe within the product taste and quality although they seem to have similar content of meaning. The word *enriched* as passive verb which could have persuasive understanding since it covered declaratively into words as of: *FortiGro*, *zink*, *zat besi*, *kalsium*, *protein* under it. Each sides of the packages have been designed to give information to the consumer needs within the majority of Indonesian texts, consists of: front side introducing the product name and basic nutrient content; right side containing information directed to the mother of general principal of nutrient balance regarding 10 (ten) signs of a child who has good nutritious (proportional weight and height within age, strong body, sturdy performance, healthy skin, healthy hair, bright eyes, responsive and cheerful, good appetite, regular defecate, sleep well); left side informing direction use of milk, composition, nutrient value, amount per served, caution and direction of storage; backside in which the producer describing slogan and mutual understanding of essential information to be noticed by the consumer as being explained in Table 2. It seemed that

the product has given detail of information and mutual understanding to the readers or consumer. These could be read at the back of Nestle Dancow Enriched Full Cream package as follows:

Table 3 Description on the Package of Nestle Dancow Enrich

English	Indonesia
Good question	<i>Tahukah ibu asupan nutrisi membantu mendukung pertumbuhan dan aktivitas anak?</i>
Good to know	NESTLE DANCOW ENRICHED Full Cream adalah susu bubuk diperkaya dengan Kalsium, Vitamin A, B1, B2, B6, B9, B12, C, D, Zat Besi dan Zink untuk membantu mendukung gizi anak
Talk to us	Nestle Consumer Services 0-80018-21028 <i>Pindai QR Code dan dapatkan informasi tentang nutrisi, lingkungan dan aspek sosial dari produk ini.</i>
Good to remember	FortiGro Zat Besi merupakan komponen hemoglobin dalam sel darah merah yang membawa oksigen ke seluruh bagian tubuh Kalsium berperan dalam pembentukan dan mempertahankan kepadatan tulang dan gigi. Protein merupakan komponen esensial dalam pertumbuhan dan perkembangan anak. Diperkaya dengan ZINK

Source: Nestle Indonesia creating shared value report

On table 2 above, texts were adopted from the back side of Nestle Dancow Enrich package. However, the content of information adjusted according to the typical of milk product (Nestle Indonesia creating shared value report, 2009, p. 41—42). The English texts above explained in Indonesian explanation such as: *Good question* described in Indonesian question, meanwhile the others followed with messages in which denotes to a high quality of problem for discussion; *Good to know* denotes to something to be aware of or informed in a high quality and connotes to the knowledge of product; *Talk to us* denotes to a conversation or information to be informed and connotes to phone number of consumer service and web page address including QR

(Quick Response) code; *Good to remember* denotes to a high quality of cognitive process into the mind and connotes to information of nutrient function. The whole lexical items were presented as valuable knowledge to persuade, convince and stimulate addressee or consumer or participant.

The language implied is interactively designed and no doubt that the Nestle company had proved it in the society understanding of words or phrases used even they are using English as the additional language. As a commercial advertisement, they also showed their adaptation of nowadays technology for the search engine homepage by typing URL name of the product.

Brand Name, Symbol, and Image

A well-known company such as Nestle surely has tested its brand name before being produced to the market area. Dancow is derived from Nestle product has been familiarized by Indonesian consumers, adjusted within the variation of culture including words pronunciation. If separated into syllables of ‘Dancow’ becomes ‘Dan - Cow’ that seems to be indirectly naming an animal or dairy cow, and its relation of Indonesian tongue pronunciation into ‘Dan-Kau’. This is also related with its continual lyric of short song ‘Aku dan Kau Suka Dancow’. In this case, there were indirectly close relationship between the consumer and producer.

Product brand name, including slogan are subjected to the process of language change in terms of physical reality, attitude and value. In this study found that the producer is using polite language that enables reader not having confronted to aspects of needs such as: harmful disease that can affect health. The language presented in detail and clear information to direct consumer respond and express on their belief of product through written language on packages.

Constructing of ideas in advertising to be accepted by the readers or consumers is not an easy thing to do. However, Nestle product has managed to achieve it. These can be given in the following findings. They can be seen on figures of snapshot dated on 6/16/2014:

Figure 2 Nestle Dancow Actigo and Enrich (front side)



Figure 3 Nestle Dancow Enrich (back side)



Figure 4 Nestle Dancow Actigo (back side)



Figure 5. Nestle Dancow Enrich (Left Side)



Images do not have to be stated as human or people, but can be a symbol, letters, or colors and even gestures. Nestle Dancow can present their product with arrow, animals like birds and dairy cow, or even stamp that give meanings based on their function.

The analysis in each image can be explained as follows:

Data 7

First impression read from the name *Dancow* presented in red color and bigger font size compared to other letters accompanying. It could be easier for consumers to read and find the product required at their first sight. Most of them were interested to read and notice the expired date written which is a reliable period for consumption if they have continually bought the product.

Data 8

The blue label of Nestle Research Centre Switzerland on the packages (figure 2) meant that it has been tested for the product quality of nutrient content.

Data 9

The label of *Majelis Ulama Indonesia* placed on the left corner below the picture (figure 3) symbolizing the proof of permission and also product test verified by the religion institution because it is a sensitive case for product consumption, particularly for the Muslim in Indonesia.

Data 10

An arrow with upward position (figure 3) symbolizes the healthy growth with nutrition given by the milk that can be thoroughly read from the text inside it, as of: calcium, ferrum, protein, and zinc. The texts were explained into their functions, except zinc because it is the element that covers the other three compositions for healthy protection and sustainable growth. The functions in each of substances i.e. calcium function to sustain solid bones and teeth; ferrum function as hemoglobin component in the red blood cell that circulate oxygen to the whole body; protein as the essential component for growth and child development. In addition, red color of arrow explained that producer is brave enough and convince them of the truth of the text mentioned for the reality.

Data 11

The symbol of golden heart surrounding the photo of a family also giving meaning that love will be dominating in a healthy living. Besides, heart in gold symbolized the meaning of love among a healthy family (figure 4) and a glass of milk splashed (figure 5) with chocolate color referred to its freshness taste.

Data 12

Barcode and phone numbers (figure 3 and 4) also applied on the package with two hands holding hand phones meant that the management easy to contact for further information inquiry regarding nutrition, environment or social aspect related to this product.

Data 13

A standardize logo picture of baby birds with their mother bird and nest under its slogan (figure 3 or 4) showed that they are presenting a product that concerned with living nature and environment. Consumers were familiar with the symbol of dairy cow on each package (figure 2, 3, 4 and 5) that symbolizing the milk production of dairy cattle. Spoonful of milk below the cow given was the direction of use.

Data 14

The boy on figure 3 used yellow shirt that showed his muscle with cheerful expression. It meant that the child is healthy and seemed to have a smart look on his face. The purpose of the product is hoping that if the consumer prefers to buy the product and consume it, so producer is hoping that drinking milk can reflect to a healthy body and happy feeling.

Symbols used have adapted within the Indonesian cultural because they have natural meanings to the society and does not make any conflict of understanding. In these products, symbols work by means of logos as use of Nestle company and identifying trade mark. Meanwhile, the paralanguage found with

expression of smiling faces, gesture, dominated with yellow color of package symbolized happiness and effect for a brighter future as seen on the photo of children and family.

The images provided on each packages function to be the additional supporting elements for advertising using Indonesian as the pictures or photos of family on the product of Nestle Dancow Enrich and Nestle Dancow Actigo are consumed for children above 1 (one) year symbolizing an energetic and active child in growth phase.

Cultural Adaptation

Cultural adaptation is the *copy adaptation* in the process of adjusting the text within a culture into its targeted group. Cultural knowledge is essential for producer to understand the references being made in the context of advertising mentioned by Goddard (2002, p. 60). It seemed that Nestle producer has adapted Indonesian culture even though they have inserted English lexical items on several packages of milk product, especially for the product of Enrich and Actigo.

The majority of Indonesia text or lexical items on the packages had proven that they have learnt and adapted the cultural variety in Indonesia to be accepted in the society. Recently, particularly the urban society can be classified as a literate society because they generally concern on written text than to speech. Simply, they are quite easy to be influenced by a particular product such as Nestle Dancow that has suited their needs of inquiry and interest. Their first sight and impressions of ads on packages were the most valuable connection that enable producer to attract their attention for further reaction to buy the product.

Detail of information given through lexical items, symbols, brand name, composition of nutrients and added images of Indonesian family, fresh milk with gesture of smiling faces, eye contact and personal touch among them

showed that producer have a close relationship with the consumer. Moreover, the Indonesian icon used to be one of the supporting elements that could affect consumer belief because this icon can give a neutral meaning to the society. Besides, they think that using Indonesian icon meant that the product is safe to be consumed in tropical area and will give them affordable price based on the understanding of economic condition. The producer seemed to use small family with parents and two children, and also intend to adapt within the family planning program conducted by the Indonesian government.

CONCLUSION

It can be concluded that lexical meaning of advertisement is important. Critical customer and also consumer in nowadays is a 'must' before choosing a product to be bought. The reason is not only on the matter of choice but reasonable benefit given to the personal should be part of the consideration.

Consumer understanding to a particular text of Dancow did not differ concerning on English compared to Indonesian language in the texts which listed on each package because a literate consumer often understood both languages and related to their knowledge. There are differences of denotation and connotation meaning on lexical items in advertisement that can be part of the producer work to capture consumer attention. Brand names and product quality of Nestle Dancow have high value of impression for urban society throughout years and it is part of their belief on the product. Text and its context including images had been planned to adapt within the Indonesian culture.

Based on findings, we hope that this study will be useful for linguists and society for further analysis with using other object of advertisement.

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