



Lexical cohesion in the commercial advertisements of five Korean magazines

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ABSTRACT

Lexical cohesion is considered an essential element in understanding a discourse. However, the forms of lexical cohesion in commercial Korean advertisements are still under-explored. This study aims to examine 1) the forms of lexical cohesion found in the commercial advertisements of five Korean-language magazines; 2) the most dominant form of lexical cohesion in the advertisements; and 3) the functions of using the lexical cohesion forms in the advertisements. This study employed a descriptive qualitative method. The research data were collected through careful comprehension and note-taking technique. The results demonstrated that five forms of lexical cohesion were found in the advertisements: repetition, synonym, antonym, hyponym, and collocation. Repetition was the most frequently occurred lexical cohesion form (n=30 times). Most of the commercial advertisements analyzed employed repetition to emphasize the advantages of the advertised product or service. The results indicate that the analyzed commercial advertisements are considerably cohesive. It can be seen from the use of lexical cohesion forms that makes the discourse of commercial advertising holistic and intelligible.

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1. INTRODUCTION

Aside from its main purpose as a mean of communication, mastering a foreign language will open up career opportunities in companies that require the workers to be able to communicate through more than just one language. Among many factors that influence one's professional value, the mastery of language is deemed important, as it will unlock more options and chances to pursue career overseas. At the moment, Indonesia has cooperated with numerous countries, and South Korea is one of them. According to the [Indonesian Ministry of Foreign Affairs \(2018\)](#) Diplomatic relations between the two countries began in September 1973. Furthermore, the [Indonesian Ministry of Foreign Affairs \(2018\)](#) also stated that:

In 2012, Indonesia and South Korea agreed to arrange the Indonesia-Korea Comprehensive Economic Partnership (IK-CEPA) in order to encourage trade and economic relations, based on 3 (three) main pillars namely market access to trade in goods and services; trade and investment facilitation; as well as cooperation and capacity building.

The vast number of Korean companies in Indonesia such as Samsung, the Industrial Bank of Korea (IBK), Hyundai, as well as other companies are certainly a great potential career options for Korean language learners in Indonesia. Marketing strategies is an essential skill that would benefit one's professional performance for those who pursue career in product and services line of work and advertising is one of many ways to employ these marketing strategies. Advertising is a message of persuasion where a producer offers a product aimed at the public through a media and is more directed to persuade people to buy (as explained by Kasali in the book entitled *Manajemen periklanan* in 1995). To convey a successful advertisement, especially on printed media such as magazines or newspapers, a copywriter is required to master language skills, because a successful advertisement is created by a successful copywriter. In addition to the persuasive and attractive discourse for the consumer, the discourse conveyed in advertisements must be built with cohesive meaning. In regards to this, Mulyana in the book entitled *Kajian wacana: Teori, metode & aplikasi prinsip-prinsip analisis* in 2005 stated that a good and complete discourse is a cohesive sentence (coherent). In addition, [Abedi, Bayat, and Ahmadi \(2023\)](#), [Davari \(2022\)](#), and [Mahlberg \(2006\)](#) says that "an appropriate use of cohesive devices is essential for language learners to develop a native-like competence of text production and reception". Based on the statement above, it can be concluded that the use of appropriate cohesive tools is essential for language learners in order to develop text competencies such as production and acceptance. This also applies to the use of advertising language that should be concise, and clear but still fulfills a high level of cohesiveness in order to become a complete text. Cohesion is a container of sentences arranged in a coherent and concise to produce speech (As explained by Tarigan in the book entitled *Pengajaran wacana* (Discourse teaching) in 2009). Then, as explained by Sujinah, Fatin & Rachmawati in the book entitled *Buku ajar bahasa indonesia edisi revisi* (Revised edition of Indonesian language textbook) in 2018 that cohesion involves the closeness of the relationship between the meanings of ideas in a paragraph. Halliday & Hasan in the book entitled *Cohesion in English* in 1976 state that the cohesion statements are expressed partly through grammar and partly through vocabulary so that they are referred to as grammatical cohesion and lexical cohesion. In this study, the writer focuses more on lexical cohesion in commercial advertisements in Korean-language magazines. This restriction aims to set a clear boundary of research. According to Halliday & Hasan in the book entitled *Cohesion in English* in 1976, lexical cohesion induces cohesive effect on a discourse which achieved through word choice. In line with these ideas, Yuwono in the book entitled *Pesona bahasa langkah awal memahami linguistik* (The charm of language is the first step to understanding linguistics) in 2005 also adds that lexical cohesion is an inter-semantic relationship forming discourse by utilizing lexical elements or words. Then [Murodi, Hidayat, and Alek \(2021\)](#), [Sari, Mujiyanto, and Rukmini \(2022\)](#), and as explained by Halliday & Hasan in the book entitled *Cohesion in English* in 1976 that lexical cohesion can be achieved through reiteration and collocation. Reiteration includes repetition, synonymy, antonymy, and hyponymy. This cohesion is widely used in the

language of advertisements in order to influence readers to be interested in reading these advertisements and persuade them to buy the products they sell. This is consistent with what Kotler in the book entitled *Manajemen pemasaran: Analisis, perencanaan, implementasi, dan pengendalian* in 2002 said that the effective messages ideally pique the attention, maintain the interest, and arise the desire in which results in the action of the target.

In advertisements, [Agustiningsih \(2021\)](#), [Hong and Jung \(2021\)](#), [Kim \(2020\)](#), [Masrukhi \(2014\)](#), and [Suleman \(2023\)](#) says that copywriting is the most important thing in advertising. One of the reasons is how the use of language in advertising employed. This is very important for the success of advertising. The ideal language used in advertising also requires several criteria that are brief, concise, clear, and interesting ([Jacob and Rahman, 2022.](#), [Kim, 2021.](#), [Nai, 2021.](#), [Nurdiyana, and Qorib, 2023.](#), and [Widyawati, 2017.](#)). Only a few people realize the importance of cohesion in advertising language. Moreover, it would be more challenging when the company is aiming to a foreign target market. In Korean, the meaning of a word can differ according to the point of view of first person, second person, third person etc. Therefore, misunderstandings bound to happen on advertisements especially when the readers find it difficult to understand the message delivered by the advertisement. This difficulty occurs because of the tendency of interpreting to interpret the messages as fragments and not paying attention to important parts such as lexical cohesion. Whereas by understanding lexical cohesion, someone who reads the advertisement will find it easier to understand the words and sentences in the advertising discourse.

In order to understand the markers of lexical cohesion in commercial advertisements, consider one example of an ad in the 11th edition of New Hanul magazine in 2014 where we can find the following phrase '*geon-gangghan eumsig geon-gangghan gogaeg hansig dang dami*' (건강한 음식 건강한 고객 한식당 다미) the meaning of the phrase *geon-gangghan eumsig* (건강한 음식) here is not a food that can make someone healthy and cure someone from disease, but more as nutritious food, even though the phrase 'nutrition' or 'nutritious' cannot be found. That happened because of the word *geon-gangghan* (건강한) collocates with *eumsig* (음식). Therefore, by understanding the forms of lexical cohesion in advertising discourse, it will facilitate Korean language learners in translating or promoting a product when working in Korean companies, especially in the field of advertising. Not only that, but understanding lexical cohesion will also make it easier for us to create a coherent discourse.

Research on lexical cohesion has been carried out by [Batubara, Rahila, and Ridaini \(2021\)](#), [Mandarani \(2020\)](#), [Sidabutar \(2021\)](#), and [Telaumbanua \(2021\)](#). Then Parwati in the research entitled *Kobesi leksikal repetisi pada wacana 'Wayang Durangpo' dalam surat kabar Harian Jawa Pos edisi Februari-April 2010* in 2011 who discussed repetitive lexical cohesion in the 'Wayang Durangpo' discourse in the February-April edition of the Jawa Pos Daily Newspaper. The results of data analysis showed that the types of repetitive lexical cohesion in the "Wayang Durangpo" discourse Durangpo "includes *epizeuksis* repetition (direct repetition of words), repetition of anaphora (repetition of words at the beginning of a sentence), epistrophe repetition (repetition of words at the end of a sentence), mesodiplosis repetition (repetition of words in the middle of a sentence), and anadiplosis repetition (repetition of words at the end of a sentence which becomes the first word in the next sentence). As explained by Prastica in the research entitled *Kobesi sebagai pembentuk keutuhan wacana Srumuwus dalam majalah Djaka Lodang* (Cohesion as forming the integrity of the Srumuwus discourse in Djaka Lodang magazine) in 2013 discusses cohesion tools that construct the discourse of Srumuwus in Djaka Lodang magazine holistically. The results of this study show that there are two types of intercultural cohesion in Srumuwus discourse, namely 1) grammatical cohesion, in the form of designation; replacement; absorption; sequence, and 2) lexical cohesion consisting of repetition; synonymy; hyponymy; antonymy; and collocation. Ariaji in the research entitled *Analisis perangkat kobesi dalam wacana cerita pendek Chuumon No Ooi Ryouriten* (Analysis of

cohesion devices in the discourse of the short story *Chuumon No Ooi Ryouriten*) in 2018 also carried out a research that discusses cohesion. This study discusses the cohesion set of *Chuumon No Ooi Ryouriten* short stories. The results of this study indicate that references and conjunctions are the most commonly used grammatical cohesion devices, while repetition is the most commonly used lexical cohesion device. Research that discusses lexical cohesion as explained by Agustina in the research entitled *Kobesi leksikal pada iklan komersial berbahasa Prancis* (Lexical cohesion in French-language commercial advertising) in 2013 which discusses the use of lexical cohesion tools in French-language advertisements, the results of the study show that lexical cohesion found includes seven repetitions, two synonymys, two metonymys, and eight collocations. However, hyponymy and antonymy are not found. Seeing the results of the study, the writer is interested in finding out more about the forms of lexical cohesion used in Korean-language commercial advertisements, while also received references from previous researchers regarding the absence of research specifically regarding lexical cohesion in Korean-language commercial advertisements.

2. METHOD

This research is qualitative in nature. As explained by Creswell in the book entitled *Research design pendekatan kualitatif, kuantitatif, dan mixed* (Research design with qualitative, quantitative and mixed approaches) in 2013, Endri (2020), and Utomo (2022) believes that qualitative research is a method to explore and understand the meaning that by a number of individuals or groups of people ascribed as social or humanitarian problems. In this study, the writer employs qualitative descriptive research design. Descriptive research can be understood as a research that involves collecting data and explaining what is being analyzed, then organizing, tabulating, describing, and explaining what is found (as explained by Glass & Hopkins in the book entitled *Statistical methods in educations and psychology* in 1984). This method is a method employed by the writer to explain, analyze, and classify the forms of lexical cohesion contained in Korean commercial advertisements and their function in advertisements through descriptive explanations in order to make it easier for the readers to understand. The data sources used in this study are five Korean-language magazines in the Korean Language Study Program or those in the Korean Studies Research Center / KSRC (Korean Studies Research Center), including the 11th edition of New Hanul Magazine, 06th edition *객석* (*gaeksoke*) Magazine volume 364, 2014, Korea Tourism News Magazine in August 2014, October 2014 Monthly Dance Magazine Momm Magazine, and the 4th edition of *한인뉴스* (*Korean News*) Magazine, 2018. As for the reason behind the different magazines is to get more diverse advertisements.

The research data were collected through careful comprehension and followed by the note-taking technique. Mahsun in the book entitled *Metode penelitian bahasa tabapan, strategi, metode, dan tekniknya* (Language research methods stages, strategies, methods and techniques) in 2017, Dini (2022), and Favier, Meyer, and Huettig (2021) revealed that the term comprehension here is not only related to the use of language verbally, but also the use of language in writing. This method has a basic technique called extraction technique which followed by note taking. The writer collects data by carefully comprehending the commercial advertising discourse in order to search for and identify forms of lexical cohesion in the data source and then record the things that are deemed relevant into the data card to be analyzed later. The data that has been collected were analyzed according to the steps presented by Miles & Huberman in the book entitled *Analisis data kualitatif, buku sumber tentang metode-metode baru* (Qualitative data analysis, a sourcebook on new methods) in 2007, including data reduction, data presentation, and drawing conclusions. The writer reduces the data by selecting various advertisements from various different magazines and then classifying them into one category, namely commercial advertisements. In addition, lexical cohesion forms that are found will be recorded to the data card. Then the data is presented through an explanation of the form of lexical cohesion found in paragraph form. Thus, it is easier

for the writer to draw conclusions from the results of research which have been obtained through the results of data analysis.

To find out the most dominant form of lexical cohesion, a percentage of each lexical cohesion form that appears in commercial advertisements is needed. Then the percentage results will be accumulated into the tabulation data table. After the data analysis was done, the writer conducts a validity test to obtain relevant results. The writer tests the validity by employing the triangulation theory in order to enhance the understanding and to reinforce the arguments.

3. RESULTS AND DISCUSSION

3.1 The Form of Lexical Cohesion

The forms of lexical cohesion which are found in research data are reiteration (repetition, synonym, antonym, and hyponym) and collocation.

3.1.1 Reiteration (반복)

3.1.1.1 Repetition (동어 반복)

There are 17 data that formed repetitive lexical cohesion, the following example presents the use of repetitive lexical cohesion:

Table 1.

Data 3, 11th edition *New Hanul Magazine* 2014

<p>LOTTE Ee:FF <i>Especially enrich Fresh Feeling</i> Ee:FF</p> <p><u>막걸리</u>는 서울장수 <u>막걸리</u>가 제조하고 Lotte에서 유통하는 여성 및 젊은 층을 타겟으로 한 신세대 <u>막걸리</u>입니다. (1)</p> <p>Tips. <u>맛</u>을재대로 느끼려면 (2)</p> <p>가볍게 4-5회 <u>흔들어</u> 주십시오. (3)</p> <p>탄산으로 인해 넘칠 수 있으니 천천히 열어 주십시오. (4)</p> <p>차게해서 <u>흔들어</u> 드세요. (5)</p>
<p>LOTTE Ee:FF <i>Especially enrich Fresh Feeling</i> Ee:FF (<i>Especially enrich Fresh Feeling</i>) <u>Makegeolli</u> is a white <u>rice liquor</u> which is produced in <i>Seoul Jangsoo</i> and distributed by LOTTE as a new generation of <u>makegeolli</u> for women and youth. (1)</p> <p>Tips. To feel the best taste (2)</p> <p><u>Shake</u> gently for 4-5 times (3)</p> <p>Open with carefor possible carbonic acid overflow. (4)</p> <p>Cool and <u>shake</u>. (5)</p>

The data above presents two repetitions of the word *makegeolli* (막걸리) and *beundero* (흔들어). The word *makegeolli* (막걸리) that repeats in the first sentence, indicates that the advertised refreshing product is a white rice liquor. Besides, in the (3) and (5) phrases there are repetition of the word *beundero* (흔들어) which means ‘shake’, The repetition acts as a confirmation so that the readers do not forget to shake the drink slowly and to shake the drink when it is cold. Repetition which serves as an affirmation indicates that the advertisement discourse is considered important, as expressed by Oktavianus in the book entitled *Analisis macana lintas bahasa* (Cross-language discourse analysis) in 2006 that repetition has a role as a confirmation, language style creation, and expression of emotional

feelings. This repetition represents a reprise of the suggested usage for the advertised product.

Table 2.

Data 11, 11th edition *New Hanul Magazine* 2014

사조참치 손이 안전한 안심따개 (1) "위험한 참치 원터치캔 안전사고 증가" - 언론보도 2012.12.27 - (2) 손이 안전한 안심따개 (3) 안심따개로 쉽게여세요 (4) 손이 안전한 안심따개 (5) 국내 최초 가정용전제품 HACCP인증, 사조가 직접 만드니까~ (6) 참치를 알면 사조참치 (7)
Tuna Sajo (Canned Tuna) <u>Hand-safe packaging openers</u> (1) "Dangerous tuna packaging can increase the rate of accidents for the hands when opening them." - media reports 2012.12.27 - (2) <u>Hand-safe packaging openers</u> (3) Easy to open with safe-hand packaging openers (4) <u>Hand-safe packaging openers</u> (5) Tuna Sajo's packaging already has HACCP (Hazard Analysis Critical Control Point) certification for the first time in domestic household equipment because the Tuna Sajo's packaging is self-produced(6) If you know Tuna, it must be Tuna Sajo. (7)

The data above shows a repetition of the phrase 'hand-safe packaging openers' (손이 안전한 안심따개) (1) which repeated on the (3) and (5) phrases. The repetition in this ad serves as a confirmation of information that emphasizes to readers that Tuna Sajo has a hand-safe packaging opener to reduce the risk of injury when open the cans. This is in accordance with one of the functions and objectives of advertising proposed by Oktavianus in the book entitled *Analisis wacana lintas babasa* (Cross-language discourse analysis) in 2006 that repetition has a role as a confirmation, language style creation, and expression of emotional feelings. Also in the advertisement is emphasized again by the certification from HACCP (Hazard Analysis Critical Control Point) which will make the reader confident about the safety of the product.

3.1.1.2 Synonymy (동의 관계)

Ten data were found to be formed as synonymy lexical cohesion, the following table is the example of the synonymous lexical cohesion:

Table 3.

Data 5, 11th edition *New Hanul Magazine* 2014

EJ GOLF 천연 양피 100 %. (1) 부드러운 천연 양가죽 사용 디지털 원단 설계 및 인체공학 설계를 바탕으로 최적의 그립감을 실현 특수가공처리로 발 수력 및 착용감 강화 차세대 패턴으로 가공하여 착용 후 복원력이 뛰어난. (2) 150 pcs 이상 로고 제작 가능 (3)

10 pcs 단위로 택배 배달가능 (4)
EJ GOLF 100% natural <u>sheepskin</u> (1) Based on a digital fabric design using soft natural <u>sheepskin</u> and ergonomic design for optimal grip. Water repellent reinforced and with special processing treatments. Stable durability after use processed with the next generation pattern. (2) able to produce more than 150pcs logos (3) Shipping per 10pcs. (4)

The data above presents a synonymy of the word *yangphi* (양피) and *yanggajug* (양가죽), which mean ‘sheepskin’. The use of synonymy in the advertisement rooted in the word form with the exact similar meaning and use. Regarding this matter Park in the book entitled *학교 문법론의 이해* (*Understanding School Grammar* in 2009 categorizes it into *donguieo* (동의어) type of synonymy due to the interchange ability. The word *yangphi* (양피) is a loan words from Chinese, while *yanggajug* (양가죽) is an abbreviation from *yang-eui gajug* (양의가죽) which is a combination of Chinese *yang* (양) ‘sheep’ and Korean *gajug* (가죽) ‘leather’. Therefore, if it is to be viewed from the basis of the formation of synonyms as explained by Choi in the book entitled *한국어 교육 문법론* (*Korean language education grammar*) in 2014, the word *yangphi* (양피) and *yanggajug* (양가죽) are synonymous based on the language style (문체). The language style in the advertisement above is the utilization of language diversity in spoken or written form as indicated by the use of the words *yangphi* (양피) which originates from Chinese or a combination of two languages (Chinese and Korean) in the word *yanggajug* (양가죽) which is the basic material of EJ’s golf gloves.

Table 4.

Data 6, 11th edition *New Hanul Magazine* 2014

Lim Tailor 회소식 1 (1) 자카르타 남성분들의 멋을 책임지겠습니다. (2) 그 동안 애용해 주신 교민 여러분들께 진심으로 감사를 드리고 앞으로도 최고의 기술로서 정성껏 보답하겠습니다. (3) 회소식 2 (4) 바틱 맞춤 개시. (5) 바틱 두벌 맞춤시 한벌을 추가로 해드립니다. (6) 회소식 3 (7) 이제는 작업복도 회사의 얼굴이다. (8) 세련된 디자인과 저렴한 가격으로 회사의 유니폼을 맞춰드립니다. (9) 세련된 스타일과 컬러 인도네시아 전 지역. (10)
<i>Lim Tailor</i> Benefit 1 (1) We will guarantee the appearance of Jakarta's men. (2) Thus, we sincerely thank the Korean people who often use (our products) and in the future, we will also appreciate them sincerely by providing the unmatched craftsmanship. (3) Benefit 2 (4) Start ordering custom-made batik. (5)

For every two batik orders, we will provide an additional pair of batik accordingly. (6)
 Benefit 3 (7)
Work outfits are the face of the company now. (8)
 We will adjust company uniforms with elegant designs and affordable prices. (9)
 All of Indonesia in an elegant style and stylish colors. (10)

A form of synonymy lexical cohesion found in the word *jageobbob* (작업복) ‘work outfits’ (9) and uniform (유니폼) (10) which are formed as a synonymy in the advertisement. As explained by Park in the book entitled *학교 문법론의 이해* (*Understanding School Grammar* in 2009 stated that in Korean, synonyms that have the exact same meaning and method of use are called *donguieo* (동의어). The word *jageobbob* (작업복) and uniform (유니폼) in this ad are two words that have the same meaning and use which is ‘an outfit that specifically used in certain company’. When viewed from the basis of the formation of synonyms, the word *jageobbob* (작업복) and uniform (유니폼) are synonyms that appear between Korean Chinese and the uptake word. The use of the synonymous lexical cohesion form in the advertisement above is used for the word which is part of one of Lim Taylor's products.

3.1.1.3 Antonymy (반의 관계)

Two data were found to be formed as antonymy lexical cohesion, the following table presents the example of the antonymy lexical cohesion:

Table 5.

Data 1, 11th edition *New Hanul Magazine* 2014

<p>INNOSLEEP 세상에서 가장 편하고 안락한 침대를 판매합니다 (1). <i>Innosleep</i> 메모리 매트리스는 바디라인 대로 형태가 변하여 목, 척추, 허리, 다리의 긴장을 해소 시켜 편안한 잠을 잘 수 있습니다 (2). 운동 에너지를 흡수하여 옆 사람이 뒤척여도 수면에 방해가 되지 않습니다 (3). 그동안 아시는 분들께만 공장 메스와 가정에 판매하였습니다 (4). 한국인 특성에 맞게 편안하고 안락하게 제작해 판매점을 거치지 않고 저렴한 가격으로 공장 직영 판매 합니다 (5). 가격만 비싸고 불편한 침대는 이제부터 바꿔 보세요 (6). <u>편안한</u> 잠을 인생의 새로운 출발입니다 (7).</p>
<p>We sell the most comfortable and peaceful beds in the world (1). Innosleep memory mattresses change shape according to your body lines, and relaxes your neck, spine, waist and legs, so you can sleep comfortably (2). It attracts your movement, so your sleep will not be interrupted even if the person next to you is rolling around (3). So far, only for you who know the factory policy and sell it to the family (4). In accordance to the characteristics of Koreans, making it comfortable and peaceful, direct sales from factories without going through the shop for a cheaper price (5). From now on, change your <u>uncomfortable</u> and expensive bed (6). <u>Comfortable</u> sleep is a new beginning of life (7).</p>

The data example presented above shows a form of antonymy lexical cohesion in the word *bulphyeon-bada* (불편하다) (6) which means ‘uncomfortable’ while the word *phyeonan-bada* (편안하다) (7) means ‘comfortable’. Both of these words are adjectives with levels between them, such as ‘very comfortable - pretty comfortable - a bit comfortable - not comfortable - very uncomfortable’. In which both are categorized as gradable antonym (등급반의어). The form of the antonym lexical cohesion employed in the advertising

discourse above serves a comparison of the advantages offered by the advertised product in order to influence readers.

Table 6.

Data 11, *Monthly Dance Magazine Momm*, October 2014

사조참치 손이 <u>안전한</u> 안심따개 (1) " <u>위험한</u> 참치 원터치캔 안전사고 증가" - 언론보도 2012.12.27 - (2) 손이 안전한 안심따개 (3) 안심따개로 쉽게여세요 (4) 손이 안전한 안심따개 (5) 국내 최초 가정용전제품 HACCP인증, 사조가 직접 만드니까~ (6) 참치를 알면 사조참치 (7)
Tuna Sajo (Canned Tuna) Hand- <u>safe</u> packaging openers (1) " <u>Dangerous</u> tuna packaging can increase the rate of accidents for the hands when opening them." - media reports 2012.12.27 - (2) Hand-safe packaging openers (3) Easy to open with safe-hand packaging openers (4) Hand-safe packaging openers (5) TunaSajo's packaging already has HACCP (Hazard Analysis Critical Control Point) certification for the first time in domestic household equipment because the Tuna Sajo's packaging is self-produced (6) If you know Tuna, it must be Tuna Sajo. (7)

The form of lexical cohesion found in the above advertisement discourse is antonymy. There are statements from mass media reports about the risk of injury caused by tuna can packaging. The ads above present the word *wibeomban* (위험한) (2) which has the opposite meaning of *anjeonban* (안전한) (1). *Wibeomban* (위험한) means 'dangerous' while *anjeonban* (안전한) means 'safe'. The negation of the word *wibeomban* (위험한) 'dangerous' is *wibeombaji-anta* (위험하지 않다) 'not dangerous' which also means *anjeonban* (안전한) 'safe'. Furthermore, the negation of the word *anjeonban* (안전한) 'safe' is *anjeonbaji-anta* (안전하지 않다) 'not safe' which also means *wibeomban* (위험한) 'dangerous'. However, in both words, neutralization can be found which in certain utterances the contradiction of the two meanings can be neutralized. Another example is the words 'hot' and 'cold'. The two words have conflicting meanings but can be used in one statement, because there exists a middle form (neutralization) between the two words, which is 'warm'. In which both are categorized as gradable antonym (등급반의어). The form of the antonym lexical cohesion employed in the advertising discourse above demonstrates the harmlessness of the advertised product due to its safe can opener, this is the advantage offered by the advertised product to convince the reader.

3.1.1.4 Hyponymy (상화관계)

Six data were found to be formed as hyponymy lexical cohesion, the following table presents the example of the hyponymy lexical cohesion:

Table 7.

Data 10, *Korea Tourism News Magazine*, August 2014

Vietnam Airlines Fly and see 휴양여행 . 문화탐방의 놀라운 세계 (1) 베트남 중부지역 (2) 호이안 . 후에 . 다낭 . 나트랑 등 (3) 베트남 중부지역에서 지금껏 체험해보지 못한 (4) 휴양여행과 문화탐방여행의 진면목을 만끽해보세요 ! (5)
Vietnam Airlines Fly and see Recreational trip. Amazing cultural explorations (1) Central Vietnam (2) Hoi An. Hue. Da Nang. Nha Trang and others (3) Have never been experienced in <u>Central Vietnam</u> ? (4) Enjoy the real experience of your recreational and cultural exploration trips! (5)

The text above presents the hyponymy of the word *Vietnam jungbujjyeok* (베트남중부지역) or ‘Central Vietnam’ on the sentence (2). The hyponymy of *Vietnam jungbujjyeok* (베트남중부지역) are Hoi An (호이안), Hue (후에), Da Nang (다낭), and Nha Trang (나트랑) which can be found on the sentence (3). In this case, the word *Vietnam jungbujjyeok* (베트남중부지역) acts as the hypernymy (상의어) while Hoi An (호이안), Hue (후에), Da Nang (다낭), and Nha Trang (나트랑) act as the hyponymy. The role of the hyponym in the advertisement discourse above serves as explanatory information for the advertisement readers regarding the places that can be visited specifically in central Vietnam are Hoi An, Hue, Da Nang, and Nha Trang.

Table 8.

Data 16, 11th edition *New Hanul Magazine* 2014

아이니 갤러리 아이니 인테리어 (1) 최상의 품질과 감성의 디자인을 원하십니까 (2) 마음속에 깊이 꿈꿔왔던 이미지를 형상화하는 아이니 인테리어를 만나 싶시오 (3) 아이니 가구 (4) 원목자재를 정성스레 다듬어 엔틱에서 모던까지 아이니가 직접 만듭니다. (5) 아이니 이벤트 (6) 주니어를 위한 친환경 <u>인테리어 가구</u> <u>책상</u> , <u>책장</u> , <u>침대</u> , <u>옷장</u> , <u>전시</u> , 판매합니다. (7)
INI GALLERY INI INTERIOR (1) Do you want the best quality and emotional design?(2) Come to this interior that embodies the imagination you have dreamed deep inside.(3) INI FURNITUR (4) We (INI) make direct and carefully polish wood from antique to modern.(5) INI EVENT (6) Selling environmentally friendly <u>interior furniture</u> for juniors, such as <u>desks</u> , <u>bookshelves</u> , <u>beds</u> , <u>wardrobes</u> , and <u>displays</u> . (7)

In the presented advertisement discourse above, there is a phrase *interior gagu* (인테리어가구) or ‘interior furniture’ which serves as a hypernymy, while *chaeksang* (책상) ‘desk’, *chaekjang* (책장) ‘bookshelves’, *chimdae* (침대) ‘beds’, *otjang* (옷장) ‘wardrobes’, dan *jeonsi* (전시) ‘displays’ serves as its hyponymies. That is because all of these words are semantically related to the phrase *interior gagu* (인테리어가구) ‘interior furniture’. The use of hyponymy in the advertising discourse above provides detailed information about the product so that it will make it easier for readers to buy interior furniture sold in the store.

3.1.2 Collocation (연어적 의미)

Five data were found to be formed as collocation lexical cohesion, the following table presents the example of the collocation lexical cohesion:

Table 9.

Data 6, 11th edition *New Hanul Magazine* 2014

<p>Lim Tailor</p> <p><u>회소식</u> 1 (1)</p> <p>자카르타 남성분들의 멋을 책임하겠습니다. (2)</p> <p>그 동안 애용해 주신 교민 여러분들께 진심으로 감사를 드리고 앞으로도 최고의 기술로서 정성껏 보답하겠습니다. (3)</p> <p><u>회소식</u> 2 (4)</p> <p>바틱 맞춤 개시. (5)</p> <p>바틱 두벌 맞춤시 한벌을 추가로 해드립니다. (6)</p> <p><u>회소식</u> 3 (7)</p> <p>이제는 작업복도 회사의 얼굴이다. (8)</p> <p>세련된 디자인과 저렴한 가격으로 회사의 유니폼을 맞춰드립니다. (9)</p> <p>세련된 스타일과 컬러 인도네시아 전 지역. (10)</p>
<p>Lim Tailor</p> <p><u>Benefit</u> 1 (1)</p> <p>We will guarantee the appearance of Jakarta's men. (2)</p> <p>Thus, we sincerely thank the Korean people who often use (our products) and in the future, we will also appreciate them sincerely by providing the unmatched craftsmanship. (3)</p> <p><u>Benefit</u> 2 (4)</p> <p>Start ordering custom-made batik. (5)</p> <p>For every two batik orders, we will provide an additional pair of batik accordingly. (6)</p> <p><u>Benefit</u> 3 (7)</p> <p>Work outfits are the face of the company now. (8)</p> <p>We will adjust company uniforms with elegant designs and affordable price. (9)</p> <p>All of Indonesia in an elegant style and stylish colors. (10)</p>

The data above presents a form of collocation which is found in the word *hoesosig* (회소식) in sentences (1), (4), and (7). The word is formed as collocation which consists as two words that differ in terms of meaning, however, when these words combined, the meaning become similar. *Hoesosig* (회소식) is a combination of two words namely *hoe* (회) and *sosig* (소식). *Hoe* (회) is rooted in the word Hanja which means 'happy', and *sosig* (소식) which means ‘tidings’. If the word *hoesosig* (회소식) is interpreted according to the meaning of each then it will be ‘happy tidings’, while in this advertisement, the word *hoesosig* (회소식) means ‘good news’ (좋은소식) which is employed by the company to attract consumer by promoting the products’ benefits. Collocation is

associations in using word choices that tend to be used side by side (As explained by Sumarlam in the book entitled *Teori dan analisis praktik wacana* in 2003).

Table 10.

Data 8, Data 6, 11th edition *New Hanul Magazine* 2014

건강한 음식 건강한 고객 한식당 다미
Healthy Food Healthy Customer Korean Restaurant Dami

The advertisement discourse above presents the phrase *geon-gangban eumsig* (건강한 음식). The meaning of the phrase *geon-gangban eumsig* (건강한 음식) here is not 'foods that can heal or cure someone from disease', instead it means nutritious food even though there is no 'nutritional' or 'nutritious' word on the phrase. It is because the word *geon-gangban* (건강한) collocates with the word *eumsig* (음식). The use of collocation in this ad supports the statement expressed by Yoon in the book entitled *국어의미론* (*Korean semantics*) in 2016 that says when words are compiled regardless of the general nature, the meaning of collocation usually appears.

3.2 The Most Dominant Form of Lexical Cohesion

In order to find out the most dominant form of lexical cohesion used in Korean commercial advertisements, take a look at the following table:

Table 11.

Tabulation Data

No	Types of lexical cohesion	Number of lexical cohesion	Percentage
1	Repetition	28	52,83%
2	Synonymy	11	20,76%
3	Antonymy	2	3,77%
4	Hyponymy	6	11,32%
5	Collocation	6	11,32%
Total		53	100%

The presented table suggests that from 30 advertisement discourses in Korean magazines there are 53 forms of lexical cohesion that support the holistic of the ad discourse that has been analyzed. Forms of lexical cohesion were found from 30 advertisements, namely 28 repetitions, 11 synonyms, 2 antonyms, 6 hyponyms, and 6 collocations. It can be seen that the form of repetitive lexical cohesion dominates the percentage with 52.83%. Followed by synonymy lexical cohesion with 20.76%, and then followed by hyponymy and collocation with the same percentage which is 11.32%. Lastly, the smallest percentage goes to antonymy lexical cohesion with a percentage of 3.77%. Therefore, it can be concluded that repetition is the most widely used form of lexical cohesion and antonymy is the least used form of lexical cohesion in Korean commercial advertising discourse. Repetition is widely used in advertisements because of its beneficial role, where it can act as the emphasizing information which considered important, creating a language style to attract the attention of readers, and making it easier for readers to understand the advertised product or service. Excess use of repetition will result in negative effects such as boredom and a sense of uncertainty. However, the repetition usage in all analyzed advertisements are still in accordance with the limits expressed by Schiffman & Kanuk in the book entitled *Consumer behaviour* in 2000 which believes that the optimum number of repetitions of words is not more than three times, so that it does not cause a negative impact. The phenomenon of the use of repetition which is dominantly found in a discourse is also found in other foreign languages such as explained by Ariaji in the research entitled *Analisis perangkat kohesi dalam wacana cerita pendek Chuumon No Ooi Ryouriten* in 2018 regarding lexical cohesion devices in the *Chuumon No Ooi Ryouriten* short story with

its Japanese discourse. Besides, the use of repetition on all advertisements that have been analyzed is in accordance with the limits expressed by Schiffman & Kanuk in the book entitled *Consumer behaviour* in 2000 where the optimum number of repetitions of words do not exceed three times, so that it does not cause a negative impact. The function and role of repetition in all advertisements that have been analyzed show that the advertisements are cohesive. This is in line with the opinion expressed by Yuwono in the book entitled *Pesona bahasa langkah awal memahami linguistik* in 2005 where the repetition of the same word in a particular event of discourse shows that the sentences in the discourse are interrelated and build a complete discourse. While the reason behind the least usage of antonymy is because there is a tendency to employ words with a positive connotation in order to make the commercial advertisement more persuasive, and to draw the reader's attention to the advantages of the product or service being advertised.

3.3. The Function of Lexical Cohesion in Commercial Advertisements

According to the results of the analysis that has been done, the functions and roles of lexical cohesion forms in Korean commercial advertisements are as follow.

3.3.1 Reiteration (반복)

3.3.1.1 Repetition (동형 반복)

The use of repetition lexical cohesion is beneficial in advertising. Most of the analyzed commercial advertisements employ repetition to emphasize the advantages of the advertised product / service. Not only that, the form of repetition lexical cohesion in the analyzed advertisements also serve as additional information on suggestions for use or warnings as well as the appellation of the brand / name of the product / service being advertised so that the reader will always remember. Then the use of repetition as a language style can also be found in the choice of vocabulary that uses hyperbole to attract the reader's attention. The use of repetition can also be used as a reminder to influence the reader so that the product / service advertised is the first thing to remember. In addition, the use of repetition in the analyzed advertisements does not exceed the optimum limit of its usage so that it can still be intelligible to the reader which result in the absence of negative impact caused by the information conveyed.

3.3.1.2 Synonymy (동의 관계)

Synonymy lexical cohesion has its own function and role in commercial advertising. The synonymy lexical cohesion in commercial advertising aims to make a discourse more attractive and not monotonous due to the repetition of similar words. In addition, the use of synonymy supports the cohesion in a discourse by using variety of words which will make the discourse more coherent and minimize the reader's level of boredom when reading the advertising discourse. Of all the advertisements that have been analyzed, the words that use synonyms are mostly about the advantages of the advertised product / service. This finding indicates that excellence remains as an important point in an advertisement in order to attract the readers through the use of various words.

3.3.1.3 Antonymy (반의 관계)

Antonymy serves as a tool to show the opposite of certain words in order to provide information for the readers which can be used as a comparison when using the advertised product or service. Of all the advertisements analyzed, most of the words with antonymy are employed to show the superiority of a product / service offered to convince the readers regarding the advertised product / service. This can minimize the level of disappointment of the reader and diminish any doubts. Persuasive commercial advertising tends to employ word choices that have a positive connotation to attract the attention of readers to the advantages of the advertised product or service. This shows that the use of antonyms can

be used in an advertising discourse when its function and role reinforce the advantages of the advertised product or service.

3.3.1.4 Hyponymy (상하관계)

The use of the hyponymy lexical cohesion form in the discourse of commercial advertising serves as an explanation for its hypernymy. It is intended so that readers of the advertisement can get clear information from what is being advertised and do not feel confused. The use of hyponymy lexical cohesion in an advertisement is beneficial for the reader which will make the information conveyed to be more detailed. This shows that the hyponym fulfills the function and purpose of advertising as explained by Shimp in the book entitled *Periklanan promosi & aspek tambahan komunikasi* in 2003, namely the informing function.

3.3.2 Collocation (연어적의미)

In Korean, the meaning or the significance of a word can vary depending on the point of view of a particular person. If the way a word is interpreted one by one and does not pay attention to its lexical form of cohesion, it will cause an emergence of different meanings. The same goes for the use of collocations in Korean-language commercial ads that indicate the possibility of several words in the same environment. If the two colloquial words are interpreted one by one, the meaning obtained will be different. As in one example of an advertisement that employs a form of lexical cohesion of collocations specifically on data 13 in a *gaekseok* (객석) magazine which found a phrase *tumyeongban phibu* (투명한피부). When these two words are interpreted, the result will not be 'transparent skin' but 'clean and clear skin'. This finding shows the importance of knowing the use of collocations in an advertisement so that it will not cause different meanings.

4. CONCLUSION

This study aims to describe the form of lexical cohesion contained in commercial advertisements in various Korean-language magazines to find out the cohesiveness of an advertising discourse due to the fact that a holistic discourse will be easier to be understood by the readers. This study also describes the most dominant form of lexical cohesion used in an advertisement. In addition, this study also discusses the function of using lexical cohesion in Korean commercial advertising discourse. Based on the results of data analysis of five Korean-language magazines namely 11th Edition *New Hanul Magazine* 2014, 6th Edition *객석 (gaeksog) Magazine* (Volume 364, 2014), *Korea Tourism News Magazine* (August 2014), *Monthly Dance Magazine Momm* (October 2014), and 4th Edition *한인뉴스 (Korean News) Magazine* (2018), 30 commercial advertisements were found in Korean. Based on the results of data analysis of 30 commercial advertisements obtained, 24 advertisements contains lexical cohesion. Out of the 24 advertisements, 53 forms of lexical cohesion were found, including 28 repetitions, 11 synonymys, 2 antonymys, 6 hyponymys, and 6 collocations. This finding shows that the advertisements are cohesive as can be seen from the use of lexical cohesion which makes it holistic and intelligible.

Based on the results of data analysis, the most dominant form of lexical cohesion is repetition. This can be seen from its percentage of usage which is 52,83%. The use of repetition in commercial advertisement discourse has not exceeded its optimum limit of three repetitions. Repetition is widely used due to its beneficial role in an ad, where repetitions can act as a confirmation of information which is deemed important. Most of the analyzed commercial advertisements employ repetition to emphasize the advantages of the advertised product / service. Not only that, the form of repetition lexical cohesion in the analyzed advertisements also serve as additional information on suggestions for use or warnings as well as the appellation of the brand / name of the product / service being advertised so that the reader will always remember.

In a commercial advertisement, each form of lexical cohesion has its respective uses and functions, including affirmation, creating language style, supporting the wholeness of a discourse, minimizing readers' boredom, and making it easier for readers to find certain information. The use of lexical cohesion forms in Korean commercial advertisements as a persuasive discourse has the same goal, namely for informing, persuading, and reminding.

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