

## STYLISTIC ON HARDSUB (A CASE STUDY OF CAR COMPANIES ADVERTISEMENT USING COVID-19 THEMED)

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### Abstrak

Hardsub adalah tampilan subtitle yang menyatu dengan frame video asli, dan tidak dapat diubah yang terdapat pada video diambil dari aplikasi Youtube, dan pemilihan video sendiri berdasarkan beberapa iklan perusahaan mobil yang menampilkan iklan bertemakan covid-19. Penelitian ini difokuskan pada hardsub teks dan proses analisis akan menggunakan pendekatan stilistika. Stilistika sebagai analisis ekspresi khas dalam bahasa dan deskripsi tujuan dan efeknya. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif, metode ini adalah metode yang bertujuan untuk mengetahui sifat dan hubungan yang lebih mendalam antara dua variabel dengan mengamati aspek-aspek tertentu secara lebih khusus untuk memperoleh data. Tujuan dari penelitian ini adalah untuk mengetahui jenis stilistika apa yang muncul dalam hardsub teks serta memberikan pesan kepada pembaca di seluruh dunia melalui youtube untuk selalu menjaga protokol kesehatan, menjaga masyarakat sekitar untuk selalu menjaga kebersihan dan tetap di rumah selama masa pandemi COVID-19.

**Kata kunci : hardsub, stilistika, COVID-19**

### Abstract

*Hardsub is a subtitle display that blends with the original video frame in the Youtube application, and the selection of videos themselves based on several car company advertisements with the theme of covid-19. This research is focused on hard sub text and the analysis process will use a stylistic approach.*

*Stylistics as an analysis of distinctive expressions in language and a description of their purpose and effects. The method used in this research is descriptive qualitative, this method is a method that aims to determine the nature and deeper relationship between two variables by observing certain aspects more specifically to obtain data. The purpose of this research is to find out what type of stylistic which appears in hard sub text and gives messages to readers around the world via youtube to always maintain health protocols, keep the surrounding community clean and stay at home during the COVID-19 pandemic.*

**Keywords : Hardsub, stylistic, COVID-19**

## 1. INTRODUCTION

Hardsub is a subtitle that cannot be changed and has been merged in the original video frame and cannot be removed or turned off and also not possible to have some choice of language in a film or video (.linteksi.com). Hardsub itself has been used in various video features. For example, the car companies advertisement on youtube that uses the covid-19 theme is integrated with Hardsub on its video.

The advertisement inserted the health protocol, and covid-19 issues are using hardsub to convey the message to the audience, for example, Hyundai car company advertisement which published on May 13, 2020, by Hyundai's official YouTube, Hyundaiworldwide with the video title "#ThisIsUs part 2 (Hyundai

### Identification of Problem

Based on the description of the background above, it has been explained that this study will be analyzed the advertisements of car companies and their subsidiaries, which have been published since 2020 or since the Covid-19 pandemic began with covid-19 themed. This research cannot only analyze the Hardsub in the advertisement on Youtube.

The research problems that the researcher propose can be identified as follows:

1. What are the types of stylistic appear on the Hardsub ?
2. What are the purposes of the stylistic on the Hardsub ?

### Research Objectives

Based on the explanation in the formulation of the problem above, the research objective of this analysis are :

1. To Analyze the types of stylistic appear on the Hardsub
2. To Analyze the purposes of the stylistic on the Hardsub

brand official)", displays an advertisement using COVID-19 themed it is equipped with hardsub in the video. One of the examples of hardsub sentences in this advertisement is: "We will come out of this even stronger and progress for humanity". This excerpt has messages that can be analyzed using stylistics.using COVID-19 themed it is equipped with hardsub in the video.

One of the examples of hardsub sentences in this advertisement is: "We will come out of this even stronger and progress for humanity". This excerpt has messages that can be analyzed using stylistics. In this research, the focus is only on the hardsub text found on car companies advertisement using of covid-19 themed only, and it will be analyzed using a stylistic approach.

## 2. Literature Review

### 2.1 Stylistic theory

Stylistics can be defined as analyzing distinctive expressions in language and describing its purpose and effects (Verdonk, 2002: 4). In addition from Leech and short (2007: 11) state that Stylistics is simply defined as the (linguistic) study of style, is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language, and in general, literary stylistics has, implicitly or explicitly, the goal of explaining the relation between language and artistic function.

Linguistic features are defined as the linguistic context inside a text that refers to surrounding features of language such as typography, sound, words, phrases, and sentences relevant to the interpretation of other linguistic elements (Verdonk, 2002: 6). The stylistic approach is related to linguistic features. In his book, Verdonk (2002: 58) analysis three lines of a poem and finds that the structure of language

consists of four levels. This creates particular textual patterns, which provoke the reader to cull from them some representational effect. The levels are outlined as follows;

- a. Graphology → Capitalization, punctuation and typographical features
- b. Phonology → rhyme, metre, assonance, alliteration, consonance
- c. Lexical choice → vocabulary, metaphor, and other figures of speech
- d. Syntax → grammatical structures

In approaching the analysis, this study identifies linguistic features by focusing on five different levels of patterns in the collected data, that is, graphology, phonology, and lexical choice based on (Verdonk 2002), and equipped with Syntactical features and Semantic features and additional hashtag symbols in this research, to obtain in-depth analysis results. These features will be used in the data analysis process. Which then feel the effect that may occur to the reader when certain features are found.

The following are stylistic features that are used in stylistic analysis,

### **2.1.1 Graphology**

Verdonk mentions graphology as one of the language structures, but he didn't mention this in more detail. The researcher is trying to find another theory which from Gomez (2015) Argued that graphology is a linguistic level of analysis that comprises the study of the visual aspect of language (2015). The following is Graphological aspects that will be explored in this research:

#### **2.1.1.1 Capitalization**

According to Ehrlich (1987: 105), the first word of every grammatical unit that is in a sentence is always capitalized. He adds that proper nouns and adjectives are also capitalized. "A proper noun is the name of a particular person, place, or thing. A

proper adjective is an adjective derived from a proper noun."

(Ehrlich, 1987: 106). Here are examples of a proper noun, as follow; Indonesia, Brazil, Japan and the proper adjective is Indonesian, Brazilian and Japanese. The use of capital letters in an advertising sentence is needed as a form of conveying intent in a sentence, and the purpose of capitalization itself is to help show the reader the importance of different words in a sentence structure.

#### **2.1.1.2 Punctuation**

According to Fromkin, Rodman, and Hyams (2011), languages vary in regard to how much punctuation is used in writing. The English language uses punctuation to set apart sentences and phrases to indicate questions, intonation, stress, and contrast. There are so many punctuations in common sentences. However, this study analyzes some of the punctuation such as (.) The period, (,) comma, (') apostrophe, (?) question mark, (;) semicolon, ("...") quotation marks, and (!) exclamation mark.

#### **2.1.2 Phonology**

Based on Oden (2005), "phonology is the study of sound structure in language, which is different from the study of sentences structure (syntax) or word structure (morphology), or how languages change over time ( historical linguistics). In advertising language, it is essential to have phonological features appear in the written description about the product to make it more creative and appealing. This study discusses alliteration, assonance, and consonance as the phonological features to analyze the data. In Larry J. Kricka's book on "Alliteration, again and again", he describes some of the functions of Alliteration, Assonance and Consonance as follows :

##### **2.1.2.1 Alliteration**

According to Larry J. Kricka (2013: 5), alliteration is the repetition of the same

letter at the beginning of words or the repetition of the same sound in words in a sentence or phrase. It is often used for emphasis, and the repetition can be in successive words as in "Love's Labour's Lost", or the words can be in close succession in a phrase as in "bigger and better" or "fast and furious". Alliteration provides continuity and fluidity and adds impact and emphasis, and so it is not surprising that it is used in poetry, and everyday phrases, slogans, advertising jingles, and music lyrics.

For examples :

1. ) "Greyhound going great"
2. ) "Make mine miller"

#### **2.1.2.2 Assonance**

According to Larry J.Kricka (2013: 11), assonance is repetition or similarity of the same internal vowel sound in words of close proximity, for example; "Is crimson in thy lips and in thy cheeks." (Romeo and Juliet, V, iii), "fleet feet sweep by sleeping geeks."

However, this study will only look for words that are included, in the Assonance word, in the data analysis.

#### **2.1.2.3 Consonance**

According to Larry J.Kricka (2013: 11), The repetition of consonants or of a consonant pattern, especially at the ends of words, for examples: odds and ends; short and sweet; a stroke of luck; struts and frets. However, this study will only look for words that are included, in the Consonance word, in the data analysis.

#### **2.1.3 Lexical choice**

According to Simpson (2004) Said that lexicology means the words we use. in other words, it is the vocabulary of a language. Lexical choice deals with the study of language that consists of all the words in a language that has meaning and grammatical function. In this study, the lexical choice focuses on the use of adjectives and metaphors in the data.

Merrison, Bloomer, Griffiths, and hall define content words as "words that carry the content of our communication" (2005: 139). Adjective words Constituting a major word class in the vocabulary of English, adjectives ascribe qualities to entities, objects and concepts, familiar examples of which are words like large, bright, good, bad, difficult, and regular. Kennedy also states that adjectives connect with specific characteristics such as colour, size or shape to nouns (2003:230).

#### **2.1.4 Syntactical features**

The syntax is the study of how words and morphemes combine to form larger units such as phrases and sentences. The word "syntax" comes originally from Greek and literally, which means " a putting together" or "arrangement" (Yule, 2010:96). Syntax discusses sentence formation; it is a system of categories and rules that allow words to form sentences. The sentence has various kinds: simple, compound, complex, and compound-complex. Each sentence is defined by the use of independent and dependent clauses, conjunctions, and subordinators. The stylistic analysis based on the syntactic level uses the following characteristics:

Inversion, repetition, climax, anti-climax, antithesis, ellipsis, rhetoric question.

#### **2.1.5 Semantic features**

Semantic is the study of the meaning of words, phrases and sentences (Yule, 2010:112). The stylistic analysis based on the semantic level uses the following characteristics:

Metaphor, metonymy, irony, simile, personification, hyperbole.

#### **2.2 Advertisement Theory**

According to O'Guinn, allen, semenik, advertisement is defined as distinctive and recognizable as a form of communication by it is paid sponsorship, it is the use of mass media, and it is intended to persuade

(2003:39), which if it can be said that the advertisement has the function and purpose as the media to receive people's attention by having the characteristic as a clear purpose.

### **2.3 Hastag Theory**

The hashtag is a hash mark that functions as a tag meta grouping data against any post or content in the internet world. With hashtags, data in the internet world can be easily "archived" for user convenience surfing the internet looking for the desired data. Hashtags were originally devised to categorize messages posted on social media platforms, such as Twitter, Facebook, Youtube, and Instagram. The first hashtag ever used was '#barcamp', which appeared on Twitter in 2007.

### **2.4 History About COVID-19**

Coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) was first identified in December 2019 in Wuhan, the capital of China's Hubei province and has rapidly spread all over the world. The World Health Organization (WHO) declared the outbreak to be a Public Health Emergency of International Concern on 01/30/2020 and recognized it as a pandemic on 03/11/2020. COVID-19 is the latest threat to face humankind cutting across geographical barriers in a rapidly changing landscape. This review provides an update on a rapidly evolving global pandemic. As we face the threat of emerging and re-emerging infectious diseases, this is a stark reminder to invest in population health, climate change countermeasures, a global health surveillance system and practical research into identifying pathogens, their treatment and prevention and effective health delivery systems ( sciencedirect.com).

## **3. Research Method**

In this research, the researcher used qualitative descriptive method, which aims to produce descriptive data in the form of a hardsub text advertisement of car companies that will be selected as research data needs. According to Sugiyono (2016: 09) said that Qualitative research methods are research methods used to examine natural objects, where the researcher is the key instrument, and the research is presented descriptively, then based on Sugiyono (2017:35) who said, that the descriptive research method was carried out to find out the existence of independent variables, either only on one or more variables (stand-alone variable or independent variable) without making a comparison of the variables themselves and look for relationships with other variables" and purposes to know the nature and more profound relationship between two variables with how.

To observe certain aspects more precisely to obtain data that is in accordance with the existing problem with the research objectives, where the data processed, analyzed, and further processed on the basis of the theories have been studied so that the data can be drawn a conclusion.

In this research, the researcher will find the data from the youtube media, then after having searched the data, researcher will be observed the word accuracy of the sample data to be analyze. And descriptive qualitative will be used as a method design to analyze the data.

### **Technique Of Collecting Data**

Data collection is a stage of the research process where researchers apply scientific methods and techniques in order to collect systematic data for analytical purposes. In this study, researchers used the purposive sampling technique, purposive sampling (also known as judgment, selective or

subjective sampling) is a sampling technique in which the researcher relies on his or her own judgment when choosing members of the population to participate in the study.

Purposive sampling is a non-probability sampling method, and it occurs when "elements selected for the Sample are chosen by the judgment of the researcher.

This consideration used by researchers to determine the Sample is to look for public service advertisements with the theme of the COVID-19 pandemic on several car companies. Based on the data collection techniques used in this study, the following steps are taken in data collection, as follows ;

*First*, Watch the car companies advertisement on youtube, then search for the official company website of each car company that has public service advertisements with the theme of covid-19. *Second*, rewriting the hardsub text from the video without changing the existing punctuation. This hardsub text is then entered into the grouping table of each ad for a different car company advertisement as sample data. *Third*, save the selected car companies Advertisement link and the official youtube website as the factual data.

### **Technique of Analyzing Data**

Since this research focused on the hardsub text only on car companies advertisements using covid-19 themed, the researcher used stylistic analysis to answer the two research questions. There were two steps conducted by the researcher in order to answer the research question.

First, to answer the first question about problem identification, which is to find out what kind of stylistics appears in the

hardsub. In the analysis process, all types of stylistic features will be categorized using a table containing data according to the type of feature, and then an analysis is made on each sequential data based on the stylistic features used starting from Graphology, phonology, Lexical Choice, Syntactical features and Semantic features. That way, it will be easy to spot any type of style that appears on the hardsub.

Second, to answer the second question is to determine the purpose of using stylistic features in the text hardsub car companies advertisement themed covid-19, which aims to know that in each sentence, especially in the public service advertisement. There are linguistic elements that can be analyzed from each word and punctuation used.

### **4. Analysis and Result**

This chapter is divided into two parts which contain answers to the problems of this research which have been mentioned in the first chapter is to answer the first problem, that is analyzing the types of stylistics that appear on hardsub, which is a characteristic of youtube ads, where hardsub has its own characteristics. i.e. subtitles are embedded in the video and cannot be changed. The second part presents the answer to the second problem, which is to find the purpose of style in hardsub. Hardsub subtitles are designed to make the video look smooth, and there will be no frame drop or lag.

#### **a. Types of Stylistic Appear in the Hardsub**

This part answers the first problem formulation, which talks about, types of stylistic that applies in the hardsub text in the Toyota, Hyundai, and Volkswagen car companies' advertisement that displays the covid-19 themed advertisement. However, in the study, the researcher focus on the discussions of Five levels of

language is Graphology, Phonology, Lexical Choice, Syntactical and Semantic features and in the additional Hashtag symbol, all the features are to create a particular textual style in the advertisement language.

The explanation of the five levels of language discusses the types of stylistic appear in the data, as follows:

#### 4.1.1. Graphology

The first discussion about the types of stylistic is Graphology.

Therefore, the researcher discusses graphology in the use of capital letters (capitalization) and punctuation marks in the three hard sub texts as data. Here's the explanation below:

**Data 1: We are Volkswagen - Thank for keeping your social distance (Volkswagen's advertisement)**

Table 4.1.1.1

**Graphology in We are Volkswagen - Thank for keeping your social distance**

Capitalization	Hardsub Texts
Beginning Sentences	<u>We</u> need to keep our distance
	<u>T</u> hanks for keeping your social distance
Proper Noun	We are <u>Volkswagen</u>

Based On the table above, we find the capital letters "W", which refers to the word W, which means "We" for all people around the world with the sentence "We need to keep our distance" in order always to keep our distance and obey health protocols during the covid-19 pandemic.

Moreover, the "T" which refers to data. Thanks which has the meaning of thanking people who have kept their distance during the covid-19 pandemic. The proper

noun contained in the Volkswagen company advertisement contained only one word, that is "Volkswagen", which is the brand name of the Volkswagen company car itself, and no other proper noun words were found in the hardsub text of the advertisement.

**Data 2: We are Volkswagen - Thank for keeping your social distance (Volkswagen's advertisement)**

Table 4.1.1.7

**Graphology in We are Volkswagen - Thank for keeping your social distance (Volkswagen's advertisement)**

Punctuation Mark	Hardsub Texts	Frequency
The comma (,)	We are colleagues, friends, a family, and we now face another crisis	/,/ is repeated 2 times

Based on data 2, on the table above in the hardsub text of the *We are Volkswagen - Thank for keeping your social distance (Volkswagen's advertisement)* the punctuation mark only contained a comma (,) and /,/ is repeated 2 times and no other punctuation marks were found. In the data, a comma is located in the middle of the sentence and separates the words colleagues, friend, a family. Comma punctuation is needed to create rhythm in an ad text order.

#### 4.1.2. Phonology

According to Goddard (2001: 83) said that phonology or also called sound system, plays its role in the creation of meaning, for example, in sound symbolism where sound is associated with specific ideas. Such as a companies name, but sound patterns can also appear next to each other in a single word. In the analyzed data, the sound pattern appears in both the beginning, middle, and end of

words. Based on the data used by researchers in phonological data, the use of phonology in alliteration, assonance and consonant. The following are the words contained in the entire data containing phonological elements below:

**Data 1 : How to keep your car as germ-free as possible (Toyota's advertisement)**

**Table 4.1.2.1**

**Phonological elements in How to keep your car as germ-free as possible (Toyota's advertisement)**

Phonological Elements	Hardsub Texts	frequency
Alliteration	I'd like to <u>s</u> hare with you <u>s</u> ome information.	/s/ is repeated 2 times
	We recommend that <u>y</u> ou clean <u>y</u> our vehicle regularly The choice of <u>d</u> etergent is <u>d</u> etermined by the nature of the surface. <u>W</u> hen you're finished, don't forget to <u>w</u> ash your hands with soap for a minimum of 20 seconds	/y/ is repeated 2 times  /d/ is repeated 2 times  /w/ is repeated 2 times
Assonance	Here are <u>some</u> of the <u>most</u> common <u>key</u> touchpoints	/e/ is repeated 9 times

	<u>i</u> nside and <u>o</u> utside the vehicle <u>y</u> ou <u>s</u> hould disinfect as <u>n</u> eeded. When <u>y</u> ou're finished, <u>d</u> on't <u>f</u> orget to wash <u>y</u> our hands with <u>s</u> oap <u>f</u> or a minimum <u>o</u> f 20 seconds <u>t</u> o keep them hygienically clean.	/i/ is repeated 2 times  /ou/ is repeated 4 times  /o/ is repeated 7 times
Consonance	Here are <u>s</u> ome of the <u>m</u> ost common key touchpoints <u>i</u> nside and <u>o</u> utside the vehicle you should <u>d</u> isinfect as <u>n</u> eeded Hi, My name's Sam <u>M</u> clnnes I'm an after- <u>r</u> -sales <u>p</u> rofessional <u>f</u> or Toyota Australia, and I'd like to <u>s</u> hare with you <u>s</u> ome information about keeping your <u>v</u> ehicle as <u>g</u> ermfree as possible.	/s/ is repeated 4 times  /d/ is repeated 3 times  /r/ is repeated 6 times

The table above shows the phonological elements in the hardsub text of *How to keep your car as germ-free as possible in Toyota's*

advertisement. The advertisement used all phonological elements; those are alliteration, assonance, and consonance. According to Larry J.Kricka (2013:5) said that alliteration is the repetition of the same letter at the beginning of words or repetition of the same sound in words in a sentence or phrase. It is often used for emphasis, and the repetition can be in successive words. There was found a sentence that used alliteration. One of the sentences is *When you're finished, don't forget to wash your hands with soap for a minimum of 20 seconds*. The sentence repeated the/w/ sound two times.

Assonance is the repetition of vowel sounds same as Larry J.Kricka (2013:11), said that assonance is repetition or similarity of the same internal vowel sound in words of close proximity. There were found two sentences that used assonance. The first sentence is *Here are some of the most common key touchpoints inside and outside the vehicle you should disinfect as needed*, the sentences repeated sound /e/ nine times, sound /i/ two times, sound /ou/ four times and sound /o/ seven times.

Consonants or of a consonant pattern, especially at the ends of words. The consonant sound also can occur anywhere in a word (Larry J.Kricka (2013:11). There were found two sentences used consonance. The first sentence is *Here are some of the most common key touch point inside and outside the vehicle you should disinfect as needed*, the sentence repeated sound /s/ four times, sound /d/ three times. The second sentence is *Hi, My name's Sam McInnes I'm an after-sales professional for Toyota Australia, and I'd like to share with you some information about keeping your vehicle as germfree as possible*, the sentence repeated sound /r/ six times.

#### 4.1.3. Lexical Choice

Lexical choice as the stylistic features also appears in the data. According to Simpson,

lexicology means the words we use, and in other words, it is the vocabulary of a language (2004: 5). In this section, the researcher analyzes the choice of words in the hard sub text contained in advertisements with the theme of the covid-19 pandemic that has clear intentions given to readers or users of YouTube social media. The analysis focuses on the lexical choice in the use of advertising language in adjectives in the data. The following are adjectives that appear in the data below:

#### 4.1.3.1. Adjective

The adjective is the part of the content word. Merrison, Bloomer, Griffiths, and Hall define content words as "words that carry the content of our communication" (2005:139). In the lexical choice analysis on adjectives in this study, the adjective word only appears on the adjective base, which means it only consists of one word, as seen in the data.

#### Data 1 : How to keep your car as germ-free as possible (Toyota's advertisement)

Table 4.1.3.1

#### Lexical choice in How to keep your car as germ-free as possible (Toyota's advertisement)

Lexical choice	Hardsub Texts	Adjective words
Adjective	a. I'd like to share with you some information about keeping your vehicle as germ-free as possible. b. We recommend that you clean your	The adjective words is  /Possible/ /Clean/ /professional/ /

	vehicle regularly c. Hi, My name's Sam McInnes. I'm an after-sales <u>professiona</u> <u>I</u> for Toyota Australia.	
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According to data 1 in the table above, is show the adjective words in the "How to keep your car as germ-free as possible" Toyota's advertisement. There are found three sentences that contain the adjective, that is *I'd like to share with you some information about keeping your vehicle as germ-free as possible*, with the adjective word possible. The second sentence is *We recommend that you clean your vehicle regularly*, with the adjective word clean.

The third sentence is *Hi, My name's Sam McInnes. I'm an after-sales professional for Toyota Australia*, with the adjective word professional. So it can be concluded that the adjective words contained in data 1 are */possible/clean/professional/*.

**Data 1 : We are Volkswagen - Thank for keeping your social distance (Volkswagen's advertisement)**

**Table 4.1.4.2**

**Syntactical features in We are Volkswagen - Thank for keeping your social distance (Volkswagen's advertisement)**

Syntactical Features	Hardsub texts
Repetition	We did this together We did this by standing shoulder to shoulder We did this by being close to each other

Climax	We did this <b>together</b> . We did this by <b>standing shoulder to shoulder</b> , we did this by being <b>close to each other</b> .
Ellipsis	We need to keep our distance

According to data 2 in the table above, show the syntactical features in the We are Volkswagen - Thank for keeping your social distance from Volkswagen car companies advertisement. The advertisement used three kinds of syntactical features. They are repetition, climax and ellipsis. There was found a repetition sentence is *We did this*. It is a repetition in the anaphora type. Anaphora is a repetition of the same element at the beginning of several sentences.

The sentence is *we did this* was repeated three times. This sentence does not have a complete structure. The complete sentence is *We did this together, we did this by standing shoulder to shoulder, we did this by being close to each other*. There was found a climax sentence. The sentence is *We did this together, we did this by standing shoulder to shoulder, we did this by being close to each other*. The sentence has types of climax qualitative where the qualitative climax is when intensification is achieved through the introduction of emphatic words into the utterance, which in fact increase its emotive force.

There was found an ellipsis sentence, the sentence is *We need to keep our distance*. The sentence is reveals an emotion to, that the importance of maintaining distance, which is meant during the covid-19 pandemic.

**4.1.5. Semantic Features**

**Data 1: How to keep your car as germ-free as possible (Toyota's advertisement)**

**Table 4.1.5.1**  
**Semantic features in How to keep your car as germ-free as possible (Toyota’s advertisement)**

Semantic features	Hardsub text
Simile	We recommend that you clean your vehicle regularly as per the owner’s manual, with the choice of detergent determined by the nature of the surface.

Based on data 1 in the table above, show the semantic features in *How to keep your car as germ-free as possible* in Toyota car companies advertisement. The advertisement used one kind of semantic features simile. The sentence is *We recommend that you clean your vehicle regularly as per the owner’s manual with the choice of detergent determined by the nature of the surface.* The simile in the sentence is used, connecting the word “as”. The connective word made the meaning become explicit.

**4.1.6. Hashtag Symbol**

**Data 1 : Staying home is an act of love. HyundaixBTS**

**Table 4.1.6.1**  
**Hashtag symbol in Hyundai #ThisIsUs**

Hashtag symbol	frequency
a. #Darkselfie b. #SocialDistancing c. #Staysafe	/#/ hashtag symbol is repeated 3 times

Based on the table above, show the hashtag symbol. The three hashtag symbols above are part of the hardsub text on the video in the advertisement for the Hyundai car company collaborating with the BTS boyband. Based on the theory used in this research, it can be explained that the function of the three

hashtag symbols is diastase which is a hashtag, regarding advice or messages during the covid-19 pandemic. The hashtags are #SocialDistancing and #Staysafe, and the hashtag #Darkselfie is part of providing information. Tricks to readers, so you don't get bored at home during the COVID-19 pandemic.

**4.2 The Purpose of the Stylistic on the Hardsub**

Based on the previous section, which discussed what types of stylistics appeared in data focusing on five language levels is Graphology, Phonology, Lexical Choice, Syntactical features, Semantic features and added a hashtag symbol, as a complement to this research. Therefore, in this section, the focus of the discussion is only on the purposes of the types of stylistics that appear in the first question in the formulation of the problem.

The following is an explanation of the purpose of each of the types of statistics that appear in the hardsub text below:

**4.2.1. Graphology**

**4.2.1.1. Capitalization**

Based on the discussion on the first question, two graphology elements are found in graphology, that is Capitalization in the beginning sentence and proper noun, then Punctuation marks in the period, comma, apostrophe, question marks, semi colon and exclamation point. The purpose of the three proper nouns that appear in the data is that they both show a specific name, which aims as a signal and attracts the attention of the reader in hardsub text, which generally in writing sentences, writing names always begins with capital letters.

**4.2.1.2. Punctuation marks**

In this section, the researcher will explain the purpose of punctuation. The punctuation marks include the period, comma, apostrophe, question mark, semi colon and exclamation point that has been found in the

data and have been identified in answer to the first question in the problem formulation. The first to be discussed is The period.

Based on the function of the period, which has various functions. The period which is contained in the data and has been mentioned in the discussion in the first question has a function as a marker for the end of a sentence in a declarative sentence and has a purpose that is none other than to signal to the reader that a series of sentences have been completed.

The following punctuation mark will be explained about the purpose of its use, that is, comma. Here the researcher will only explain the purpose from the comma punctuation contained in the hardsub text in the data. Based on its function, the purpose of the use of comma contained in hardsub text in car companies advertisements that show the advertisement with the theme of covid-19, that is a comma often represents a pause because the sentence is spoken aloud in the advertisement and aims to emphasize the meaning of each word so that the reader understand and appreciate the purpose of the advertisement, which is an advertisement regarding messages to the public regarding the covid-19 pandemic and what to do during the pandemic.

Furthermore, the punctuation mark that will be revealed in the hardsub text is the Apostrophe. The function of apostrophe punctuation is divided into two, that is as a possessive apostrophe and a contraction apostrophe. The possessive apostrophe shows ownership or possession of something by adding "S" to show possessive such as name's and owner's, whereas the contraction apostrophe is a combination of two words with an apostrophe taking the place of the letter that has been omitted, such as I'm, I'd, you're, don't, who's, and there's.

Based on its function, the apostrophe punctuation contained in the hardsub text on car companies advertisements that display the covid-19 themed advertisement. The

apostrophe punctuation in the hardsub text has the purpose of being a punctuation mark which is generally in ordinary writing, but has a purpose for readers or users of YouTube social media, regarding the emphasis on certain words, that is on words that have quotation marks in them, that each word with quotation marks has a different function from words that are not marked with apostrophe punctuation, and aims to make the reader understand the content in the ad with the addition of apostrophe punctuation in some words in it.

Furthermore, the next punctuation mark that appears in the data is based on the first discussion in the formulation of the problem, that is, the question mark. Question marks advertisement with the theme of covid-19 has a purpose, that is as a punctuation mark in the sentence spoken directly by the author in the advertisement and has purposes of making the advertisement sound more dramatic and bring out messages of a deep impression of the covid-19 pandemic to readers and listeners who see the ad on youtube.

The following punctuation mark is semi colon and exclamation point. Based on the function described in the first question, both have the purpose of attracting the reader's attention and making the video shown look attractive, and the spoken audio of the author gives a more dramatic impression.

#### **4.2.2. Phonology**

Based on the phonological function found in the hardsub text on car companies advertisement, that display advertisements with the covid-19 theme which purposes to show a beautiful impression that attracts attention and creates more harmony sounds melodious, and musical rhymes with language that makes the advertisement more memorable and exciting for readers to memorize.

Therefore, the advertisement will remain in the minds of the reader or hearer in the youtube users and can provide an excellent response to the theme of the advertisement,

which is about things that exist during the covid-19 pandemic.

#### **4.2.3. Lexical Choice**

Based on the answer to the first question in the problem formulation, based on the function of the two stylistic elements, the purpose of adjectives is to explain and describe the content in a sentence and make it easier for the sentence to understand its intent and purpose of the hardsub texts in sentences are shown in the advertisement.

#### **4.2.4. Syntactical Features**

Based on the answer to the first question in the problem formulation, based on the function of the syntactical features, the purpose of syntactical features is to make the sound of the ad text easier to remember, understand with the application of elements syntactical features. For example, in the application of the element repetition, the statement "we did this" was repeated three times in data 2. From the repetition of a statement, the concurrent sentence will be

Based on the purpose of the research, this research aims to find out what stylistic elements appear in the hard sub text, along with the purpose of each of these elements. After analyzing and discussing the research, the researcher draws some conclusions from the research.

Based on the analysis of the first problem, the linguistic features applied in five car companies advertisement with covid-19 themed found in graphology. There are two capitalizations. They are the beginning sentences, proper nouns, and six punctuation marks, including the period, comma, apostrophe, question mark, semi colon, and exclamation point. In phonology, three stylistic elements were found, they are alliteration, assonance and consonance. In lexical choice, adjective words were used. Then, syntactic features use inversion, repetition, climax, anticlimax, antithesis,

easy to remember and sound more interesting.

#### **4.2.5. Semantic Features**

Based on the function of the semantic features, the purpose of semantic features is to give meaning to a sentence. For example, in the sentence "standing shoulder to shoulder", the semantic features "metaphor" has a real meaning, namely, in the context of the covid-19 pandemic, always to be together and help each other.

#### **4.2.6. Hastag Symbol**

Based on its function, the hashtag symbol in the hard sub text of the Hyundai car companies advertisement specifically aims to provide a message about things that must be strictly adhered to during the COVID-19 pandemic. For example, in the hashtag #SocialDistancing, the hashtag emphasises the sentence that it is essential to keep distance in the context of the covid-19 pandemic.

## **5. Conclusion**

ellipsis, and rhetoric question. In semantic features, six elements are used: metaphor, metonymy, irony, simile, personification, hyperbole, and additional symbols found in the hardsub text, that is, three hashtag symbols in Hyundai car companies advertisement.

According to the analysis on the first formulation of the problem, it can be concluded that the types of stylistics that arise are based on what has been mentioned earlier and added with the hashtag symbol.

Based on the second formulation problem, about the purpose of the hard sub text, based on the stylistic elements used in the analysis of the first question. Each stylistic element has a variety of purposes, ranging from making sentences easy to remember, pleasant to hear, emphasizing emotions on each word, giving readers around the world a message always to maintain health protocols, keeping people

around to maintain cleanliness and stay home during the COVID-19 pandemic.

Then that the messages and impressions contained in the advertisements are conveyed well to the readers and listeners of the

advertisements because the context of the advertisements in this study is there on youtube, where advertisements can be read and heard.

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