

REGISTER ANALYSIS OF KIT KAT'S ADVERTISING POSTER

1st Umul Fajar Khoiriah

Magister of English Education Department
Muhammadiyah University of Surakarta, Indonesia
s400230005@student.ums.ac.id

2nd Malikatul Laila

Magister of English Education Department
Muhammadiyah University of Surakarta, Indonesia
mal201@ums.ac.id

3th Dwi Haryati

Magister of English Education Department
Muhammadiyah University of Surakarta, Indonesia
dh194@ums.ac.id

Abstract: This research aims to analyze the advertising poster of Kit Kat as a producer of chocolate product by the register analysis. The research approach is descriptive qualitative. The research utilizes the register analysis comprising the context of culture, context of situation, the activity sequence and text structure, and interpretation of the interpersonal meaning of the text. Each of the analysis has function to give a clear picture of the implementation and evaluation of the poster advertising of Kit Kat in targeting its consumers. Moreover, Kit Kat can understand the social situation in especially in Indonesia and compare this advertising poster to understand consumers deeper and more comprehensive in order to be successful in delivering the message.

Keywords: *Kit Kat; register analysis; chocolate.*

INTRODUCTION

Kit Kat is a chocolate-covered wafer bar produced around the world by Nestle. Not only chocolate, Kit Kat also has many kinds of flavors for its products such matcha, strawberry, and the original one (Nathania, 2019). Kit Kat gave its license to Nestle from Rowntree in 1988 as yet the company in the US acquired the license from the H. B. Reese Candy C from Hershey company based on the agreement made between Hershey and Rowntree in 1970 (Djarum et al., 2019). Over the years, Kit Kat has evolved, introducing new flavors, limited editions, and marketing campaigns that have contributed to its status as a beloved and iconic chocolate brand worldwide. Since the advancement of technology in communication, the advertisement of Kit Kat has been in the whole digital media such as YouTube, Instagram, TikTok, and more social media (Chaudhary et al., 2015).

Advertising is the company's promotion towards products and services done specifically to boost sales of the products and sales while also establishing a brand identity as well as deliver new products or services as changes to the customers. As part of types of communication, advertisement usually utilizes mass media both printed media and electronic media as the instrument to promote products and services (Sama, 2019). It is a composed and structural non-personal communication of information commonly paid and commonly persuade the target of customers. It can be said that the communication through literal component of words is involved such as in the advertisement. Language thus plays a crucial role in the promotion in advertisements.

SFL puts its ground on the analysis on functional grammar. The grammar comprises of two types, which are systemic and functional (Wu, 2023). The systemic refers to

the foundation of theory of meaning as an option, language as a system of meaning is defined as relations of connecting choices. In the meantime, the functional refers to the exploration of the way language is utilized in relation to the context in which it is utilized. The base of this system is the conceptualization of language as a reference of definition instead of a system of rules. SFL enables to analysis ideology, genre, and register of a text, The Context of culture and ideology decides the type of genre in a text register or it is named context of condition.

The language as medium of promoting in the advertisement is organized in particular way and specific composition in order to obtain the biggest impact in advertising the product that at last could enhance economic advantages of certain companies. Hence, the maker frequently utilized a language that is cajoling and subtle. The maker of advertisement in this case thinks that customers are regarded as target towards them the maker would give impacts and results in economic advantages (Dwivedi et al., 2021). One of many language analysis that could be used to explain language in relation to advertisement is the register analysis.

Register is groups of language components in relation to various social groups or occupations (Lewandowski, 2010). Register, in other words, is a diversity of the language utilized according to the aspect of levels of formality, styles, uses, and the use of media, such as the language in radio, journalism, television, social media, and sports. Therefore, registers between one field and others have diverse definitions in general. The certain terms will be used in one field but cannot be used and found in others. Besides the term, there are also different tonal intonations. Thus, this research would analyze Kit Kat's advertising poster based on the analysis of register.

The research utilizes the register analysis comprising the context of culture, context of situation, the activity sequence and text structure, and interpretation of the interpersonal meaning of the text. Register analysis consist of field, tenor, and mode to

determine the use of media and targeted market (Figueiredo, 2010). It is necessary to conduct a comprehensive analysis in order to avoid mistakes in form of different understanding. Field has relation to the use of language depending on what topic or study is being discussed. For example, the language in the topic of sport would be different from the use of language in the topic of politics. After that, tenor has relation to the use of language depending on the people whom someone will talk or communicate with. For example, a student will use formal language to his teacher while he will use casual language to his peers. In general, mode can be understood as an option of medium to communicate, such as verbal and non-verbal language.

In this analysis, the structure of the text is analyzed based on the three components of activity sequence, rhetorical function, and text structure (Gruber & Huemer, 2008). Next the data analyzed by interpreting the interpersonal meaning of a text that consists of the way the language is analyzed to show the relation among participants when communicating (Sugianto et al., 2022). The last step of this analysis is the interpersonal meaning of the text in Kit Kat poster advertisement. This analysis is very important to do because it would decide whether the advertisement has been effective in delivering the right message to people or consumers. The process of analysis of the advertisement could done by the word stress, intonation, and phonological system. Moreover, in the level of textual, it can be done through text structure and rhetorical function.

METHOD

The approach in this research uses a qualitative descriptive research type. In this research, the author used library method data collection techniques. The library research would take data based on references. In this library technique, the data used in research is secondary data. The secondary data in this research are the advertising poster of Kit Kat and additional data that would support the argumentation in the research. Data analysis

techniques are implemented if the empirical data obtained is qualitative data in the form of a collection of words and is not a series of numbers nor can it be arranged in a classification structure or categories. In analyzing this data, it will go through a series of analysis processes, namely, interpretation, and finally drawing conclusions which are carried out in the form of paragraphs.

RESULTS AND DISCUSSION

Results Based on data analysis, it was found that there is context of culture, context of situation, activity sequence and text structure, and interpretation of the interpersonal meaning of the text. Interpretation of the interpersonal meaning of the text contains affect, status, and contact.

1. Context of Culture

The context of culture in this advertisement is very important because the use of language in communication would create culture that easily drive people to pay attention to Kit Kat. Kit Kat has gained cultural significance in various countries. In Japan, for example, Kit Kat has become a symbol of good luck and is often given as a gift during exam periods. In this case, Kit Kat has to know what cultural aspects to use in the advertisement in order to get Indonesian's people attention and interest in Kit Kat products.



Picture 1. Kit Kat slogan "Have a break, have a Kit Kat"

From the words "Have a break, have a *Kit Kat*", Kit Kat tries to inform and persuade people that when they have break, then *Kit Kat* is the right snack to consume. However, it causes a confusion related to the cultural context itself. *Kit Kat* seems to bring

its slogan to other countries around the world yet this slogan cannot suit the whole cultures. In Indonesia, people usually consume chocolate in their relax time mostly in the evening and night. The word *break* must be elaborated in more details where *Kit Kat* can tell people break could mean watching tv, playing games, and hang out. The word *break* in *Kit Kat* can also mean lunch, which causes ambiguity in the message. Thus, in the advertisement, KitKat could use persuasive words such as *let's chill with Kit Kat* to make Indonesian people more understand the context of *break*.

2. Context of Situation

Context of situation here consist of field, tenor, and mode. The data analysis is from KitKat 85th anniversary poster.



Picture 2. KitKat 85th anniversary poster

a. Field

The field of discourse centers around the celebration of Kit Kat's 85th anniversary. The emphasis is on commemorating this milestone, and the phrase suggests that taking a break with Kit Kat is even more special during this particular occasion. The lexis reflects the temporal aspect of the celebration with the mention of "85th anniversary," conveying a sense of historical significance and longevity. The use of "special" adds a layer of exclusivity, suggesting that this break is unique and deserving of recognition. The syntactic structure of the phrase combines the imperative "have a break" with the descriptor "special 85th anniversary." This creates a nuanced message, encouraging consumers not only to take a break but to do so in a manner that acknowledges and aligns with the special occasion.

b. Tenor

The tenor establishes a relationship between the brand (Kit Kat) and the consumers. In this context, Kit Kat assumes the role of the celebrant, inviting consumers to join in the festivities and make their breaks special by choosing Kit Kat as the companion for the celebration. The mode of address is celebratory and inclusive. The use of the phrase "a break for" implies that the break is dedicated to the consumers, emphasizing a sense of shared joy during this anniversary. The tone may be congratulatory, fostering a positive connection with the audience. Pronouns such as "your" or "our" might be employed to further personalize the message, making consumers feel directly involved in the celebration and reinforcing the idea that this special break is for them.

c. Mode

The medium of communication likely involves a combination of visual and auditory elements, depending on the advertising format. Visuals might include imagery associated with celebrations, perhaps featuring special edition packaging or visual cues that evoke a sense of festivity. The message is likely disseminated through various channels, including digital platforms, social media, television, and potentially through limited edition packaging or promotional events. The chosen channels aim to maximize the reach of the anniversary message. The genre aligns with celebratory promotions within the broader category of advertising. The goal is to create a positive association between Kit Kat and the celebratory mood, potentially encouraging increased consumer engagement and brand loyalty.

3. Activity Sequence and Text Structure

In the poster below, *Kit Kat* only has one line of text that is straight forward to people or consumers.



Picture 3. KitKat Poster

From the activity sequence, the text itself has an activity to suggest that people can buy consume *Kit Kat* in their break time from the text "have a break". This text is often inserted in the advertisement as the main slogan of this chocolate product. Functioning as a directive activity, the text suggests a specific action: buying and consuming Kit Kat during break time. This concise and memorable phrase is strategically employed as the main slogan of the chocolate product, emphasizing the brand's association with moments of respite.

After that, from the rhetorical function, the text functions to create memory or recollection about a break time with a chocolate product called *Kit Kat* as well as to persuade them to consume *Kit Kat* during break time. The text operates as a tool to create lasting memories or recollections tied to the act of taking a break with Kit Kat. Simultaneously, it plays a persuasive role, encouraging consumers to choose Kit Kat as their preferred chocolate during these moments.

From the text structure, this text is in form of an argument because it is a directive text without an opening and a closure. The text takes the form of an argument, presenting a clear directive without the conventional opening and closure found in other types of textual structures. This intentional simplicity contributes to the effectiveness of the message, reinforcing the brand's identity and establishing Kit Kat as the go-to choice for a delightful break experience.

4. Interpretation of the Interpersonal Meaning of the Text

The last step of this analysis is the interpersonal meaning of the text in *Kit Kat* poster advertisement.



Picture 4. KitKat Poster

The advertisement of *Kit Kat* showed interpersonal meaning from the use of words and the style of persuasion from the text. To go deeper, the interpretation of the interpersonal comprises of three variables as below:

a. Affect

Affect as the judgement of the advertisement's maker certainly focuses on the nature and purpose of this *Kit Kat*'s advertisement. From the poster, *Kit Kat* seems to have an optimistic and positive belief that consumers have a tendency and expectation to boost their mood. Therefore, whether the consumers have free time or not, the break time is the right situation to fix and boost their mode. This belief is from the component of chocolate that is capable of uprise the mood of consumers.

b. Status

After the mood, status has also become part of this analysis. Status would picture how the relationship of this *Kit Kat* product and consumers who see the advertisement. In that, the text "have a break, have a *Kit Kat*"

indicates a parallel relationship where this advertisement persuades consumers in a very directive and straightforward way. Moreover, it also indicates intimacy that the advertisement knows the habit of consumers to snack that *Kit Kat* can be the company or alternative of snack to enjoy during the break time.

c. Contact

The intention of familiar communication by chocolate product *Kit Kat* can be analyzed based on the contact. The aspect of contact can decide if the *Kit Kat* poster advertisement would focus on the consumers at a certain range. The advertisement itself targets consumers from adolescents to adults. The reason is because the text in the advertisement is actually general and easy to understand. However, It is not very effective for children as the text is still complex and elusive to understand by children. It will be different if the text states "hungry? Eat chocolate *Kit Kat*" that would inform enough children of the meaning.

CONCLUSION

Conclusions *Kit Kat* slogan "Have a break, have a *Kit Kat*" aims to inform and persuade people that *Kit Kat* is the ideal snack during breaks. However, this universal message encounters challenges when applied to diverse cultural contexts. The cultural nuances in Indonesia, where chocolate is commonly enjoyed during evening relaxation, create confusion.

The second advertisement focused on celebrating *Kit Kat*'s 85th anniversary by framing breaks as special moments during this occasion. The analysis considers the linguistic elements that contribute to the field of discourse, the tenor of relationships established, and the mode of communication used to convey the celebratory message. For precise details, referring to the specific campaign materials would be necessary.

The third advertisement consist of activity sequence that the text itself has an activity to suggest that people can buy consume *Kit Kat* in their break time. After that, from the rhetorical function, the text

functions to create memory or recollection about a break time with a chocolate product called Kit Kat as well as to persuade them to consume Kit Kat during break time. From the text structure, this text is in form of an argument because it is a directive text without an opening and a closure.

The fourth advertisement aims to create a positive and intimate connection with consumers, leveraging the product's mood-boosting qualities. It strategically positions Kit Kat as the ideal companion during breaks, catering to a diverse audience while recognizing the nuances in communication for different age groups.

The analysis of register would help understand the relation between an advertisement of product and consumers. Apart from the aspect of linguistics, the register in the systemic functional language would provide the social aspect such as the context of cultural with the use of language especially in Kit Kat product. Thus, the intention and expectation of the advertising poster is clear.

REFERENCES

- Chaudhary, U., Asthana, A., & Singhal, P. (2015). "From Likes to Loyalty : The Power of Social Media ." *International Journal of Scientific and Research Publications*, 5(7), 5–8.
- Djarum, S. V., Kee, D. M. H., Binti Azmin, N. N., Isdianto, R. D., Elghoul, A. O., & Pandit, S. S. (2019). The Challenges and the Opportunities of introducing Organic KitKat Chocolate by Nestle (A Study Case: NESTLE). *Journal of The Community Development in Asia*, 2(3), 59–67.
<https://doi.org/10.32535/jcda.v2i3.582>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(June 2020), 102168.
<https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Figueiredo, D. (2010). Context, register and genre: Implications for language education. *Revista Signos*, 43, 119–141.
<https://doi.org/10.4067/s0718-09342010000300008>
- Gruber, H., & Huemer, B. (2008). Two views on text structure: Using rhetorical structure theory and register and genre theory in improving students' academic writing. *Odense Working Papers in Language and Communication*, 29(October), 332–365.
- Lewandowski, M. (2010). Sociolects and Registers – a Contrastive Analysis of Two Kinds of Linguistic Variation. *Investigationes Linguisticae*, 20(November 2010), 60.
<https://doi.org/10.14746/il.2010.20.6>
- Nathania. (2019). *30 Varian KitKat Ini Gak Ada di Indonesia, Ada Rasa Cabai Lho!* IDN Times.
<https://www.idntimes.com/food/dining-guide/yoshi/30-varian-rasa-kit-kat-ini-gak-ada-di-indonesia-1>
- Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), 54–68.
<https://doi.org/10.1177/0973258618822624>
- Sugianto, A., Prasetyo, I. A., & Asti, W. (2022). 'Is the Picture Worth a Thousand Words?': the Interpersonal Meanings of a Dialogue in an Efl Textbook. *Journal of Languages and Language Teaching*, 10(2), 187.
<https://doi.org/10.33394/jollt.v10i2.4510>
- Wu, J. (2023). The Required reading for Entering Systemic Functional Linguistics: A review of Systemic Functional Grammar: A First Step into the Theory. *International Journal of English Literature and Social Sciences*, 8(3), 053–061. <https://doi.org/10.22161/ijels.83.9>