

LANGUAGE CHANGE ON MEDICINE-THEMED ADVERTISEMENT OF NEWSPAPERS IN 1800s, 1900s and 2000s

Ami Pramesti Jewalani
Faculty of Humanities, Universitas Indonesia
amipramestij@gmail.com

ABSTRACT

Living language are always and will always be changing. No living language are failed to change (Trask, 2010). We can never be aware of the change of language for we use it every day. It can only be noticed at a certain range of time. Change in language can be seen through the recorded uses of language as in newspaper. Advertisement is one of the media that promote products and services to the public printed on the newspaper. Since advertisement use language in promoting any products, then its language also changes from time to time. This study aims to see how language in the advertisement of newspaper in three centuries, especially in medicine theme, change. The data used is medicine themed advertisements printed in the newspaper with Indonesian language in three points of time in 1800s, 1900s and 2000s taken from Indonesian National Library. By comparing the language used those advertisements, the writer examined the change phonologically, syntactically, and semantically. The result shows that there are changes in phonology such as adaptation of sound in Indonesian phonology, syntax such as phrase pattern change and in semantic level such as change in collocation. However the most salient change found is in semantic change. There are some changes in words referring to a disease, for example, or changes in how words in health domain collocate with other words. In 1800s the name of the ailment suffered was influenced by words from Dutch while in 20th century, Dutch influence on the name of the diseases has lessened or even gone. This change may be caused by the condition in Indonesia in 1800s when Indonesia was colonized by Dutch and by what Indonesians feel toward Dutch. It is demonstrated by the result that language change can be triggered externally (Minkova, 2014) such as language contact.

Keywords: Advertisement, Medicine, Language Change, Language Contact.

INTRODUCTION

One inevitable thing related to language is change. Trask (2010) stated that there is no living language that failed to change. In other words, language that is still used by human being will always change since humans also change. Language change is influenced by internal and external factors. Minkova (2014) mentioned some internal factors that cause language change namely production, perception and language acquisition. In acquiring language, human learn how to produce and comprehend a language. Comprehending begins with perceiving language signals which can be differently received among people. This different perceived language signals can then be acquired differently and passed on to the next generation that leads to language change. Speech production can also lead to language change. Human speech tend to comply with the efficiency Speech organ. Therefore, there is a chance that one generation has differences in pronouncing a language to other generations that means a change in language.

Furthermore, Minkova (2014) also explained some external factors, such as language contact and sociolinguistic pressure (group identity, prestige and education), causing language change. There are many concept that can only be explained by one particular language. Language contact make it possible for a language to borrow or absorb words from another to label some concepts that doesn't exist before. Therefore language contact undoubtedly cause language change.

Language change might no be discerned in only one period of time since language change through time. Language used by one generation can be very different from language used by the upcoming generation. It can be seen from the language used in a well documented and published written text such as newspaper.

Newspaper is a media that spread news to the people. Not only news, newspapers also contain advertisement which promote things, events and services. Since advertisements have purpose in persuade the readers, the language of advertisement should be arranged as appealing as possible. Therefore, language change in advertisement is interesting to be explored. This study aims to examine how language in advertisement published in Indonesia change through time.

METHOD

Data that is used in this study are advertisements that printed in the newspaper published in three different centuries (18s, 19s, 20s) with at least 50 years range. The sample of advertisement examined were three advertisements from each centuries. The theme of the advertisements is limited to medicine theme. The newspaper used as data were published in Indonesia and were using Indonesian language. The data was taken from Indonesian National Library in Salemba, Jakarta. The writer then compared all advertisements taken to see changes phonologically, syntactically and semantically.

ANALYSIS

Phonological Change

The most basic language change is phonological change. Since the language of advertisement is written, it cannot be seen clearly the phonological change. Nevertheless, we can assume that there are phonological changes from the spelling. Though the spelling system used in different years are different, we can still see the changes if we read those in accordance with how it should be read. The changes that were found are mentioned below.

- The change of /o/ → /u/ and /u/ → /o/

The first finding on phonological change is the change of vowel sound /o/ (back middle rounded) which is now become vowel sound /u/ (back, high rounded) and the other way around. It is found in the language used in newspaper published in 1800s. The changes can be seen on these words.

Table 1. Changes of /o/ sound → /u/ and /u/ sound → /o/

1800s	2000s
Takot	Takut
Tahon	Tahun
Tidor	Tidur
Batok	Batuk
Korang	Kurang
Katoeloengan /katulungan/	Tertolong
Kasoehoer /kasuhur/	Tersohor

- Sound /e/ insertion

Another salient change that can be seen from the data is the insertion of vowel sound /e/ between two consonant cluster with sound /r/ as one of the consonant sound in the cluster.

Table 2. Insertion of /e/ sound in consonant cluster.

1800s	1900s	2000s
Brenti		Berhenti
Bebrapa		Beberapa
Kras		Keras
Proet		Perut

Brissie		Berisi
	Brani	Berani
	Preksa	Periksa
	Prempoean	Perempuan
	Ketrangan	Keterangan

This change began in the 1900s. The alteration is called anaptyxis (Minkova, 2014) and occurred when plosive sound meet /r/ sound.

- Sound /h/ addition and deletion.

Table 3. /h/ addition and deletion

1800s	1900s	2000s
Atie		Hati
Toewah		Tua
	Kepoetian	Keputihan
	Dibawa	Di bawah
	Dara	Darah
	Roema	Rumah
	Soeda	Sudah
	Ilang	Hilang

Sound changes that also occurred in the data were sound /h/ addition and deletion. The addition of /h/ sound is found more than its deletion. Sound /h/ was added both in the initial of the word (prothesis) and in the end of the word (excrescent) (Minkova, 2014). Sound /h/ deletion can only be found in the word 'toewah' that was used in the advertisement printed in 1800s. The sound deletion was occurred in the end of the word that is called apocope.

- Monophthongization and diphthongization

One of the types of phonological changes is Monophthongization and diphthongization (Kiparsky, 1971). There also can be found monophthongization and diphthongization in the data. The word 'tjapej' that existed in 1800s experienced monophthongization and become 'capai' in 2000s. It is seen from the deletion of 'j' letter in its writing that represent /j/ sound. However it then experienced diphthongization in 2000s and then become 'capai'; diphthong /ai/ replace the sound /e/.

Table 4. Monophthongization and diphthongization.

1800s	1900s	2000s
Tjapej	Tjape	Capai
	Sampe	Sampai

- Loanword adaptation

It is found from the advertisement printed in 1900s the word 'salf' (paste) which is a loanword from the word 'zalf' in Dutch. The word 'salf' was then adapted into Indonesian phonological system, and now become 'salep'. The sound /f/ was changed into the sound /ep/ and /z/ sound - voiced dental fricative - change into /s/ sound - voiceless dental fricative.

Syntactical Changes

The data also showed changes in syntactical level. In this level, the changes occurred were affix alteration and phrase pattern.

- Prefix me- in the beginning of the word 'sakit'

In the newspaper printed in 1800s, the word 'sakit' (sick) that was added by prefix me- become 'menyakit' as in the sentence “Ini obat dipakej kalau oerang menjakit ampedal, menjakit limpa...”. The meaning of the word 'menyakit' in the sentence is experiencing illness. Prefix me- used in the sentence mentioned, has the same function as me- used in the word 'memakan' which shows that the words are active verbs, that the subject is doing an activity. However now, prefix me- is not attached to the word 'sakit' anymore since being sick, is not something that can actively done.

- The use of prefix

In the newspaper printed in 1800s and 1900s, there are some verbs that was used without any prefix which in 2000s the words will be considered as command words. The word 'boenoeh' in the sentence “Obat ini bikin bersih djalanan kentjing dan boenoeh baccil-baccil...” that used in 1900s for example, will not be acceptable in 2000s. The word will be added by prefix me- to be more tolerable. As the word 'boenoeh', the word 'tangoeng' was not attached to any prefix in 1800s and 1900s as we can see in the sentences “Boeat orang prempoean soepaja mendapet kain kotor, tangoeng berhatsil” and “tanggung bisa bikin baik”. The word 'tangoeng' in those sentences will be attached by prefix me- in 2000s.

- Phrase pattern change

There are two phrase patterns applied in Indonesian today namely Diterangkan Menerangkan (DM) and Menerangkan Diterangkan (MD). DM pattern means the head of the phrase is located before one that explained the head while MD means the head of the phrase is put after the words that explain the head. Though DM pattern is mostly applied today, MD pattern is still used. These phrase patterns also experienced change from 1800s to 2000s. Phrases with DM pattern in 1800s and 1900s change into MD pattern in 2000s and vice versa. Phrase such as “enak betoel” (DM) in 1800s and “darah koerang” (DM) in 1900s become “sangat enak” (MD) and “kurang darah” (MD) in 2000s.

At the opposite, phrases such as “itoe stroop” in 1800s and “ini obat” in 1900s which have DM pattern change into MD pattern as “sirup itu” and “obat ini” in 2000s.

Semantical Change

Semantic change related to change in meaning or change in the way meaning and form associating (Lujan, 2010).

- Changes of disease name and health terms.

Changes in semantic level are shown more than in any other level. The most notable changes in semantic level is the change of words in health domain, especially the names of the diseases and illness. Below are words from newspaper in 1800s that undergo change in 1900s and 2000s.

Table 5. Words changed from 1800s to 1900s

1800s	1900s
Batok Kras	Batuk Berat
Kena Angin	Masuk Angin
Sakit Ampedal	Kelelahan
Sakit Poetih	Vitiligo
Kain Kotor	Datang Bulan

Table 6. Words changed from 1900s to 2000s

1800s	1900s
Batuk Angin	Batuk Ringan
Koerang Napas	Sesak Napas
Batuk basah	Batuk berdahak
Hati Berdebar	Jantung Berdebar
Penjakit Nier	Kencing Batu

Ilmu Pisah	Ilmu Kimia
Semangat lemah	Lesu
Tidak dapat tidur	Susah Tidur
Djalanan Kentjing	Saluran Kencing
Baccil	Bakteri/Kuman
Kain Kotor	Datang Bulan

- Dutch Influence

In 1800s and 1900s, Indonesian language were still borrowing many words from Dutch since Indonesians were having contact with Dutch so the language were also in contact. Besides, this words borrowing were done because there are many concepts in the world that are easier to explain using Dutch. However, Dutch influence today is lessen since the language contact is not as much as it was. Therefore, many words absorbed from Dutch in 1800s and 1900s is no longer used today. Moreover, the historical factor as Dutch colonization might be the reason for Indonesian not to used Dutch words again.

Table 7. Words influenced by Dutch.

1800s	1900s	2000s
Zonder	Zonder	Tanpa
	Reken	Hitung
	Midjen	Pinggang (mijden)

- Collocation

Some words collocates with other particular words as the word 'night' that collocates with the word 'day'. There are some collocation changes that related to medical terms domain in the advertisement printed in the year of 1800s to 2000s. The word 'panas' in 1800s collocated with the word 'kras' while in 2000s it collocates with the word 'tinggi'. Moreover, the word 'obat' in 1800s and 1900s was initialed by the word 'makan' whereas in 2000s the word 'minum' will be placed before the word 'obat'.

It is also found in the medicine themed newspaper advertisement printed in 1800s and 1900s the word 'moestadjab' (now written as mustajab) that belong to medicine domain. In 2000s instead, the word 'mustajab' usually related to the word 'doa' (pray) while in mendicine domain, the words that have the same meaning as 'mustajab' are 'manjur' and 'mujarab'.

CONCLUSION

From the analysis, it can be seen that language used in medicine themed advertisement printed from 1800s until 2000s changed. It changed on the phonological level until syntactical level. On the phonological level the change occur on the vowel sounds. On the syntactical level, the changes exist on the affix part and the phrase pattern. Furthermore on the semantic level, there are many words on the disease domain that changed. Moreover, how words in medicine theme collocate to other words is also change.

It can be inferred from the finding that language change in a long time lapse. Language change might be the effect of language contact. In addition, historical factors also give an influence to language change (Kiparsky, 1971). Dutch whose people were settled in Indonesia in 1800s and in the mid of 1900s gave strong influence to Indonesian language that can be seen in the advertisement printed on the newspaper. However in 2000s, Dutch influence in Indonesian language is not as strong as in 1800s and 1900s since there is little contact to Dutch language. Additionally, there are new words created in Indonesian to label some concepts that did not exist before.

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Biodata:

Ami Pramesti Jewalani
University of Indonesia
amipramestij@gmail.com
Linguistic Master Program Student in University of Indonesia
Sociolinguistics, Psycholinguistics