

## Article

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# Local Culture Influence in Javanese Advertising: A Cultural Linguistic Study

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## Abstract

As a medium of communication, language plays a significant role in translating two individuals' thoughts and feelings. People feel comfortable sharing their interests when they use a common medium of language as a communication tool. Language and culture are inextricably linked, and they have correlatively integrated each other in certain aspects, such as the interaction between the cultures using the speaker's language as a main means of communication. This study aims to investigate the correlation between culture and language in Javanese advertising viewing from the perspective of ethnolinguistic study. The descriptive qualitative is employed in this study using three phases of techniques: data collection, data analysis, and result presentation of data analysis. The result shows that local language influences the phrasings used in Javanese advertising creating an emotional bond between the product and consumers for several reasons: it helps them understand the message better, second, it increases their interest in the product, and third, it popularizes their local language.

**Keywords:** advertising; cultural linguistics; ethnolinguistic; local language; native language

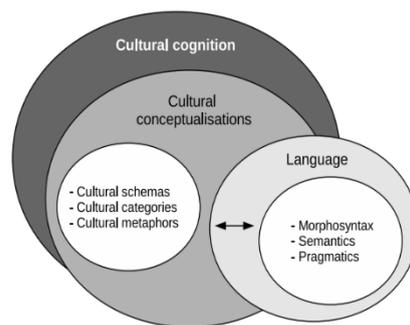
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## 1. Introduction

Language and culture intertwine, serving as mutually reinforcing elements in communication. As individuals assimilate into local cultures, they naturally adopt the native language for interaction within their community. Despite Indonesia's diverse ethnic groups, residing in shared regions, they exhibit distinct native languages. Indonesia holds the distinction of being the world's second most multilingual country, according to Ethnologue 2022 report, boasting a total of 720 spoken languages (Eberhard, 2023). This phenomenon underscores the symbiotic relationship between language and culture, showcasing how language evolves within cultural contexts. Ethnic groups utilize language and gestures as lenses through which they perceive their surroundings. According to Sharifian (2015) cultural linguistics, also known as ethnolinguistics, explores this intricate connection between language and cultural conceptualizations, emerging as a multidisciplinary field in recent years. He added that cultural linguistics delves into the complicated interplay among language, culture, and conceptualization, representing an interdisciplinary realm of inquiry (Sharifian, 2016). It delves into how aspects of human languages and language variations are deeply rooted in cultural interpretations, such as cultural schemas, cultural categories, and cultural-conceptual metaphors. Cultural Linguistics also offers a strong foundation for recognizing different forms of English, grounded in the analysis of the fundamental level of cultural conceptualizations. Cultural Linguistics originated from an interest

in the overarching principle shared by cognitive linguistics, which posits that meaning arises from the interplay between human perceptual and conceptual abilities.

While cognitive linguistics tends to take on a universalistic approach, Cultural Linguistics highlights the significance of culture in shaping how humans conceptualize diverse experiences and underscores the interconnectedness of language, culture, and conceptualization. In Cultural Linguistics, the connection between language thought and culture is seen as intricate, fluid, and multidirectional. Here, the human conceptual capacity serves as an active mediator between cultural experiences and language, reciprocally influencing both. Language plays a central role in cultural cognition, and functioning, as wa Thiong'o (1986) aptly describes, as a "collective memory bank" that encapsulates the cultural cognition of a group. Language is both a cultural practice and a tool for structuring other cultural realms. Speakers consider the cultural context when engaging in discourse, which is inherently influenced by culture. Paul Friedrich (1989) termed this connection between language and culture as "linguaculture," while Michael Agar (1994) referred to it as "languaculture." Language development is shaped not only by inherent capabilities but also by physical and socio-cultural encounters. The intersection of language as a cultural entity and language governed by culture leads to an approach known as cultural linguistics (Palmer 1996). Cultural conceptualizations and their integration into language are fundamental to cultural cognition (Frank and Gontier 2011). This model, depicting the interplay of cultural cognition, cultural conceptualizations, and language, is outlined diagrammatically in Figure 1.



**Figure 1.** Model of cultural cognition, cultural conceptualizations, and language

The diagram illustrates the intimate connection among language, cultural conceptualizations, and cultural cognition. It shows how different aspects and levels of language, ranging from morpho-syntactic structures to pragmatic and semantic nuances, can be ingrained within cultural conceptualizations in the guise of cultural schemas, categories, and metaphors. The subsequent section provides a detailed exploration of how language intersects with each of these forms of cultural conceptualizations (Sharifian, 2011, 2017). In many aspects of life, language plays a crucial role in translating one's mind to another, it also acts as the main tool to inspire, inform, and even persuade people to do something, such as in advertisements as the result of advertising. Virtually everyone is raised in a society saturated with mass media, encompassing television, advertising, films, videos, billboards, magazines, newspapers, and the internet (Z,U,Abideen & Latif, 2011). Among all marketing tools, advertising stands out for its enduring influence on the minds of viewers, given its extensive reach (Katke, 2007).

Advertising is a strategy within marketing that seeks to sway customers' purchasing decisions. Conversely, consumer behavior refers to individuals' actions and decisions when selecting, buying, assessing, and using a product or service to fulfill a need or desire. Advertising seeks to influence the purchasing decisions of customers or clients by delivering compelling sales messages about products or services. In the palm of business, the primary objective of advertising is to attract new customers by identifying the market and engaging them through effective ad campaigns. Consumer centrality underscores all marketing efforts, as consumers play a pivotal role in determining what, why, whom, where, and how much to purchase. Preference is a fundamental concept that denotes the perceived or

actual choice between alternatives, including the potential ranking of those alternatives based on happiness, satisfaction, enjoyment, and utility they offer. In a broader sense, preference can be interpreted as a driving force behind motivation.

Advertising is a cornerstone of marketing strategy, aiming to shape customer purchasing habits, conversely, consumer behavior encompasses the actions individuals undertake to choose, buy, assess, and use a product or service to fulfill a need or desire (E. Belch, George, Belch, Michael A., Guolla, 2011). In the past years, marketers relied on various symbols and signage to promote products and raise customer awareness. However, with technological advancements, organizations increasingly harness print and electronic media for advertising aims. Employing diverse promotional strategies has proven effective in cultivating consumer awareness, including leveraging celebrity endorsements to enhance brand recognition. Incorporating celebrities into advertising effectively boosts product visibility and recognition among potential consumers and significantly positively impacts purchasing decisions positively (Hassan, 2015). Marketers have long been intrigued by consumer purchasing behavior. Understanding this behavior gives marketers insights into consumers' thoughts, emotions, and decision-making processes when choosing options (Wetherbe, 2004). Both the quantity of endorsements and the level of celebrity association impact consumer purchasing behavior. If consumers feel a strong connection with a celebrity and observe that the celebrity endorses multiple brands, it diminishes their intent to purchase. Conversely, when consumers have a weaker connection, their purchasing intentions are heightened by diverse endorsements (Webster, C.M., Ilicic, 2011; Pabba, et.al., 2018). The primary objective of advertising is to influence purchasing behavior, yet this influence on brand perception is subject to frequent changes or reinforcement in people's memories. These brand-related memories encompass associations linked to the brand name in consumers' minds. Such brand cognitions significantly shape consideration, evaluation, and purchasing decisions (Romaniuk & Sharp, 2004). Advertising falls within the promotion mix, which constitutes one of the fundamental elements of the marketing mix, alongside product, price, and place. As a component of promotional strategy, advertising plays a significant role in generating product awareness among potential consumers, ultimately influencing their purchasing decisions. Marketers have their disposal of various mass-communication tools, including advertising, sales promotion, and public relations (Abideen, Zain-Ul, Saleem, 2011). A company's aspiration to become a recognized brand cannot be realized without dedicating resources to promotional efforts, a realm largely controlled by the consumer market through advertisements (Hussain et al., 2008). The fundamental objective of advertising is to connect with potential customers and shape their awareness, perceptions, and purchasing habits. Substantial investments are made to sustain individuals' interest in their offerings. Understanding the factors that drive prospective customers' behaviors is crucial. Moreover, advertising seems to play a significant role in influencing consumers' brand preferences (Latif et al., 2011). Marketers introduce the notion of brand image. For instance, by crafting the persona of a nurturing mother figure, marketers infuse emotion into consumers' comprehension and engagement with advertisements (Jalees, 2014). Since the aim of successful advertising is to cultivate a favorable attitude towards both the advertisement and the brand, ultimately boosting purchase frequency, a favorable emotional reaction to an advertisement could serve as the most reliable gauge of its effectiveness (Goldsmith, R.E, Lafferty, 2002). This underscores the fundamental purpose of advertising: to stimulate consumer purchasing and raise awareness (Bijmolt et al., 1998). As stated by Subramanian, (2017) advertising serves as the means through which brand identity is conveyed to the public. Over time, consumers develop emotional connections with specific brands as they become more acquainted with them. Hence, as part of marketing strategy many advertising industries offer certain kinds of advertisements using local wisdom styles to attract consumers, thus, the local language is applied to help them understand the message better. The media advertising here is limited to billboards, as the delimitation of the study, that located in Malang, East Java, Indonesia. Malang

was selected due to several considerations; first, it is the second biggest city in East Java, second, it is popular with its educational institutions, and third it has certain popular street protocols. As the second largest city in East Java, Malang offers many tourist attractions and spots that mostly attract new visitors. Originally, the natives of Malang used Javanese as their mother tongue which became the local language mostly spoken by adults. Malang people created their native language which is called *Boso Walikan*. *Bahasa Walikan* is a dialect used by the people of Malang. This language can also be understood by using slang language by reversing the letters in words and mixing sentences using the *Walikan* words mentioned earlier, but not all words can be reversed (Fiaji, 2021). Malang is known as an educational city because it provides many educational institutions, especially for higher education. Most students come from the cities around Malang such as Kediri, Surabaya, Blitar, and so on and though they are not originally from Malang, they understand *Boso Walikan* as well (Fiaji, 2021). Previously, several research on language and culture correlation were conducted by some researchers: Jiang (2000), Ulfa (2022), Lopulalan et al. (2020), and Sagatova (2022), nevertheless, none of them were related to the advertisements. Therefore, this research aims to investigate the correlation between local culture and the language used in the advertising media viewed from the ethnolinguistic study in Malang, East Java, Indonesia.

## 2. Methods

This research used a descriptive qualitative method using three phases of technique: first, data collection, which consists of notes taken, interviews, and observations, second, data analysis through direct interviews and billboard wording analysis, and third, presentation of results based on the previous phase as the main data. The method was selected since it is suitable to the research objectives. Qualitative descriptive studies referred to as exploratory studies and qualitative description approaches, are a recent addition to the qualitative research domain (Bradshaw et al., 2017). Qualitative descriptive study designs have emerged as a method to delineate aspects of qualitative research that diverge from existing qualitative research designs, despite incorporating elements from those designs (V.A. Lambert, 2012). Qualitative descriptive studies focus on describing phenomena rather than delving into explanations while phenomenological, ethnographic, and grounded theory studies aim to explain phenomena, qualitative descriptive studies aim to offer a thorough overview of events. This study design follows a journalistic approach, aiming to address questions surrounding who, what, where, and how (Ayton, 2023).

According to Sugiyono (2016), as cited in Utami et al. (2021), qualitative research methods involve studying natural objects in their real-world settings, with the researcher serving as the primary tool of investigation. Nazir (2014), also referenced in Utami et al. (2021), states that descriptive research focuses on analyzing the current status of human groups, objects, conditions, systems of thought, or events. The goal is to provide a systematic, factual, and precise depiction of the facts being studied. As the qualitative descriptive study design aims to depict rather than elucidate, there is no necessity for explanatory frameworks or theories to underpin a study and its findings. While a researcher may opt to incorporate a framework or theory if it enhances their interpretations, it is not obligatory. The essence of authentic curiosity, often inherent in naturalistic inquiry, lies in the researcher's openness to unforeseen observations or descriptions. Given the focus on describing phenomena, qualitative descriptive analysis tends to be more categorical and less conceptual compared to other methodologies. Typically, qualitative content analysis serves as the primary method for data analysis in qualitative descriptive studies (Kim H, Sefcik JS, 2017).

Based on the explanation above, data collection was gained based on the selected research location in particular areas in Malang, East Java, Indonesia. Malang is a developing city, thus, the local government provides several protocol streets in strategic locations to support advertising needs, such as Billboards. Concerning the research objectives, the three-technique methods are described as follows.

### 2.1. Data collection technique

In this phase, the researcher prepared the data to support the hypothesis by analyzing some relevant e-books, journals, and other online sources related to the purpose of the study. Then the researcher made a list to map the location where the billboards were placed based on certain criteria, such as the location must be strategic, the location must be noticeable to people, and the location must be counted as a rush hour traffic area. To get valid information, the researcher lists the locations based on the data taken from the website of Malang City (<https://malangkota.go.id/>) to fulfill the needs of the study. The main criteria for billboards for this research refer to the effectiveness of the local language, Javanese, in attracting consumers' attention to the products. The more systematic the advertising statement, the more appealing it will be to consumers. As stated by Nelson (2023) there are several guidelines for successful advertising campaigns: first, a good advertisement should be "on strategy" with the business positioning, second, research the best advertising platforms to reach the target customers, third, it should be communicated in a simple and single message, that means the simpler the headline, the better, fourth, it should stick with a likable style based on its personality, sixth, it should be credible, seventh, it provides easily visible information in the ad for potential customers to buy including website URL, location, telephone number, store hours, charge cards accepted, and the last, it should be looked competitive, professional, and truthful. To make the list of advertisements structurally described, the researcher uses a questionnaire as the checklist in the format of Y/N (Yes/No). It is known as the forced-choice method used to emphasize the respondent's choice. These formats have been utilized to explore various topics, such as consumer preferences (Ares, G., et al., 2010; Lado, J., et al., 2010; Parente et al., 2011), employment status (Thomas, R.K., 2009), and types of healthcare coverage (Ericson & Nelson, 2008), among other examples. Check-all or forced-choice responses are also employed as screening tools to identify eligible participants for a full study or specific sections of a questionnaire (Thomas, R.K., et al., 2011). As mentioned by Smyth et al. (2006) and Stern, (2007; 2012), the forced-choice response format is typically easy for participants to respond to and simple for researchers to analyze. If a respondent marks "yes," it is recorded as a "yes"; if they mark "no," it is recorded as a "no." If nothing is selected, that response is treated as missing data. In this research, the researcher used the questionnaire to input the information as the data collection related to the locations of billboards in several protocol streets in Malang. In this research, the respondents refer to the researchers to complete this question, "Do you see the targeted billboard?" for nineteen selected locations. The response to this questionnaire is used as the primary data for the continuation of the research. Besides, the researcher also interviewed some members of the Arema community to explore their perspectives related to the advertising wording in Javanese culture. Arema, the contraction of *Arek Malang*, is defined as the football fans community in Malang. They are also recognized as the largest users of Boso Walikan, which symbolizes Arema. Due to the limited time, the researcher held the open interview session directly with the ten participants simultaneously. After getting all the data from observation, self-questionnaire, and open interview, the researcher conducted the next step of data analysis.

### 2.2. Data analysis

In this phase, the researcher gathered data through observation, self-questionnaire, and open interviews to have valid information for the needs of the study. During the observation, the researcher applied two methods, first, note-taking, and second, documentation. Note-taking is employed to document and assess the situation on-site to ensure that it aligns with established criteria, while documentation serves to provide a comprehensive and accurate representation of each billboard. Next, the self-administered questionnaire is completed on-site to obtain accurate data regarding the presence or absence of billboards at the location. Subsequently, the researcher conducted open interviews with members of the Arema community, comprising ten participants. These participants were chosen based on their age range of 20 to 25 years, as they were considered sufficiently mature to provide insightful opinions and offer specific recommendations for the wording used in advertisements.

### 2.3. Data result

In this study phase, the researcher systematically collected and consolidated data through multiple methods, including detailed observations, self-administered questionnaires, and in-depth open-ended interviews. The comprehensive analysis of these data sources culminated in the final dataset, which serves as the conclusive evidence for the research findings. This dataset represents the integrated outcomes derived from the various methodologies employed during the research process.

### 3. Results and discussion

Based on comprehensive research on field study, the researcher underlined certain aspects of analysis as the result of three phases of techniques. The research was conducted from 2023 to 2024 considering the duration of billboard publication took around six months. The researcher made the list of observation schedules described in Table 1, thus, based on the list below, the researchers have observed twenty locations. Those locations were selected due to their strategic spots on the protocol streets in Malang. Mostly those locations were highly demanded for advertising positions, therefore the cost always be more expensive compared to other locations. During those periods, the researcher visited the same location twice, namely, Kayutangan Heritage Area, which is located on Basuki Rahmad Street. This area has become the heart of Malang since it is surrounded by some historical buildings that were famous in their era. The atmosphere at Kayutangan Heritage is like Malioboro in Jogja, therefore, the location is highly demanding in terms of advertising publication. The researcher observed this location in 2023 and then revisited it in 2024 to check whether there is any new billboard publication using Javanese or the local language called Boso Walikan. The complete report of observation is described in the following Table 1.

Table 1. List of locations

No	Date/Month/Year	Location
1	20 January 2023	Soekarno Hatta Street
2	14 February 2023	Ijen Boulevard
3	12 March 2023	Kayutangan heritage
4	15 April 2023	Letjend Soetoyo street
5	28 May 2023	Merdeka Utara street
6	18 June 2023	M.T. Haryono street
7	16 July 2023	Tugu street
8	19 August 2023	Basuki Rahmad street
9	20 September 2023	Panglima Sudirman street
10	26 Oktober 2023	Letjend S. Parman street
11	17 November 2023	Jaksa Agung Soeprapto street
12	20 December 2023	Borobudur street
13	18 January 2024	Majapahit street
14	27 February 2024	Kawi street
15	18 March 2024	Veteran street
16	26 April 2024	Bendungan sigura-gura street
17	29 April 2024	Raya langsep street
18	30 April 2024	Ahmad Yani street
19	9 August 2024	Kauman street
20	15 August 2024	Kayu tangan heritage

The observation was conducted from 2023 to 2024 with a total of twenty-one months for visiting twenty locations. During that period, the researcher took note of the types of advertising and the number of billboards in each venue. The researcher observed that seven billboard locations were

unoccupied, while the remaining locations were in use. The locations that presented billboards were Kayutangan Heritage, Letjend Soetoyo Street, Merdeka Utara Street, Tugu Street, Basuki Rahmad Street, Letjend S. Parman Street, Jaksa Agung Soeprapto Street, Borobudur Street, Majapahit street, Bendungan Sigura-gura street, and Kauman Street. Thus, seven locations that lacked billboards were Soekarno Hatta Street, Ijen Boulevard, M.T. Haryono Street, Panglima Sudirman Street, Veteran Street, Raya Langsep Street, and Ahmad Yani Street. During this observation, the researcher used a self-questionnaire to link the data, and the result is described in the following Table 2 completed with the documentation displayed in the figures below.

Table 2. self-questionnaire result

No	Locations	Do you see any billboards?	
		Yes	No
1	Soekarno Hatta Street		√
2	Ijen Boulevard		√
3	Kayutangan heritage	√	
4	Letjend Soetoyo street	√	
5	Merdeka Utara street	√	
6	M.T. Haryono street		√
7	Tugu street	√	
8	Basuki Rahmad street	√	
9	Panglima Sudirman street		√
10	Letjend S. Parman street	√	
11	J.A. Soeprapto street	√	
12	Borobudur Street	√	
13	Majapahit street	√	
14	Kawi street	√	
15	Veteran street		√
16	Bendungan sigura-gura street	√	
17	Raya langsep street		√
18	Ahmad Yani street		√
19	Kauman street	√	

Based on the list above, the researchers also took some documentation for each billboard on a certain venue as described in Figure 2. The first picture was taken around Kayutangan Heritage, this advertisement informed about the traditional medicine called “Bejo”, the second picture was taken on Jaksa Agung Suprapto Street which informed about mineral water called “AQUA”, the third picture was taken on Borobudur Street that also informed about mineral water called “CLEO” and the fourth picture was taken on Letjen Sutoyo Street which also displayed about “AQUA”.

**Figure 2.** Billboards documentation 1

In the next observation session, the researchers continued to document another billboard at specific locations, as illustrated in Figure 3. The first photograph was captured near Tugu Street, featuring an advertisement for a traditional medicine called "Bejo." The second photo, taken on Kawi Street, showcased an advertisement for an accommodation platform called "TIKET.COM". The third image, taken on Basuki Rahmad Street, displayed an ad for the mineral water brand, "AQUA," while the fourth photograph, taken on Bendungan Sigura-gura Street, featured an advertisement for the cigarette product brand "Class Mild Silver."



**Figure 3.** Billboards documentation 2

During the subsequent observation session, the researchers documented another set of billboards at specific locations, as depicted in Figure 4. The first photograph, taken on Kauman Street, advertised the e-commerce platform "Tokopedia." The second image, captured on Majapahit Street, featured a promotional ad for the mineral water brand "AQUA." The third photo, taken around Kayutangan Heritage, showcased an advertisement in the form of a congratulatory billboard for the city mayor's achievement while the fourth, taken on Merdeka Utara Street, highlighted an outfit product advertisement for the brand "Gabrielle."

**Figure 4.** Billboards documentation 3

In this phase, the researcher collected, observed, and evaluated the data collection for the final analysis. The researcher mapped the location of the advertisement and took the documentation using a Samsung A52 cellphone camera. Due to the effectiveness of time, and documentation supporting aspects such as light, crowd, and angle, most of the pictures were taken in the afternoon. The documentation includes the street condition, location, types of products, advertising statements, and the number of billboards. The list form of documentation is described in Table 3.

Table 3. Documentation report

No	Location	Types of Products	Advertising Statement	Total
1	Soekarno Hatta Street	Unavailable	Unavailable	none
2	Ijen Boulevard	Unavailable	Unavailable	none
3	Kayutangan heritage	Traditional medicine	<i>Ojo asal jahe-jahean Ojo kalah sama angin BEJO jahe merah Ambyar Angine</i>	2
		Tribute billboard	<i>Mbois Ilakes</i>	
4	Letjend Soetoyo street	Mineral water	<i>Arep plesiran utowo mlaku mlaku ojo lali AQUA dulu</i>	1
5	Merdeka Utara street	Jeans	<i>Murah, Ker! Harga pabrik Gabrielle Jeans</i>	1
6	M.T. Haryono street	Unavailable	Unavailable	none
7	Tugu street	Traditional medicine	<i>BEJO jahe merah ambyar anginnya</i>	1
8	Basuki Rahmad street	Mineral water	<i>Arep plesiran utowo mlaku mlaku ojo lali AQUA dulu</i>	1
9	Panglima Sudirman street	Unavailable	Unavailable	none
10	Letjend S. Parman street	Mineral water	<i>Wayah ngasoh teko gawean ojo lali AQUA dulu</i>	1
11	J.A. Soeprapto street	Mineral water	<i>Ga kabeh banyu iku AQUA</i>	1
12	Borobudur Street	Mineral water	<i>Jare poso tapi keno macet kok ngamok? CLEO murni lebih baik</i>	1
13	Majapahit street	Mineral water	<i>Ngombe sing cukup gawe njogo daya tahan awak AQUA dulu</i>	1
14	Kawi street	accommodation	<i>Ilangono pegelmu! Staycation sing paling cocok diskon nganti 500ewu nang ticket.com, iki kode promone, lur! MENGINAPMALANG pesen saiki!</i>	1
15	Veteran street	Unavailable	Unavailable	none
16	Bendungan sigura-gura street	Cigarettes product	<i>Enteng tapi paten. Class Mild Silver.</i>	1
17	Raya langsep steet	Unavailable	Unavailable	none

18	Ahmad Yani street	Unavailable	Unavailable	none
19	Kauman Street	Market place	<p><i>Mohon maaf rek ngalam! Sing blonjo nang Apk. Tokopedia &amp; ShopTokopedia mhon stenbei nang HPne. Aku ate nganter lagi, lagi 8.000 barang sing diskon s/d 50% ndek promo GUNCANG 8.8 Sing pake COD gratis, ojo lali siapin duite, sing bebas ongkir yo santai ae, rek ...</i></p>	1

Based on the result of the observation and documentation report in Table 3. It was found that most of the advertisements products were about mineral water. There were six mineral water advertisements found by the researchers, they were located on Majapahit Street, Borobudur Street, J.A. Soeprapto Street, Letjend S. Parman Street, Basuki Rahmad Street, and Letjend Soetoyo Street. Other kinds of products on the billboards were cigarettes located on Sigura-gura Street, accommodation products on Kawi Street, traditional medicine products on Tugu Street and Kayutangan Heritage, and also jeans products on Merdeka Utara Street. Around Kayutangan Heritage, with different spots, the researcher found one billboard that is used to share a formal congratulation for the representative of the mayor of Malang. Another site observed by the researcher was Kauman Street, where a billboard displaying a marketplace product was noted.

The language used in those billboards was Javanese with some modification of *Boso Walikan*, such as in the statement “*Ilangono pegelmu! Staycation sing paling cocok diskon nganti 500ewu nang ticket.com, iki kode promone, lur!*” from the billboard on Kawi Street. The word “*lur!*” refers to the contraction of “*dulur*” which means brother or sister. Another example of *boso Walikan* is used in the advertisement from the billboard in Merdeka Utara Street which is used as the statement of jeans product “*Murah, Ker! Harga pabrik Gabrielle Jeans*” the word “*ker*” refers to the contraction of “*ker*” as the reverse word of “*arek*” or a singular word of young boy or girl. And both “*lur*” and “*ker*” were applied to address people of the same ages in non-formal language. Another mixed Javanese language and *Boso Walikan* were found on the billboard on Kayutangan Heritage and Kauman Street. On Kayutangan Heritage, the billboard used to publish a formal congratulations which emphasized *Boso Walikan* “*Mbois Ilakes*”, the word “*mbois*” means cool and is used to show admiration to someone while the word “*ilakes*” is the reverse of “*sekali*” used to emphasise the respect feeling. Another billboard advertisement that mixed the Javanese language and *Boso Walikan* was found on Kauman Street which was published about a marketplace product. It was written “*Mohon maaf rek ngalam!*”, the words “*rek ngalam*” is a part of *Boso Walikan*. The word “*rek*” is the contraction of “*arek*” that has the researcher described above, and the word “*ngalam*” is the reverse of “*Malang*”.

To complete the data, besides doing the observation, the researcher also interviewed ten participants from the Arema community. The participants consist of several criteria, such as they must be originally from Malang, they stayed for more than 20 years in Malang, and they must be familiar with *Boso Walikan*. The criteria are utilized to aid the researcher in comprehending the participants' perspectives on the study. Here, the researcher applied an open-interview technique to make the participants feel comfortable and gave them more opportunities to share their thoughts. The questions consist of six items in the form of open-ended questions; thus, the questionnaire contains six open-ended items, allowing participants to respond freely and directly to each question. During the

interview, the researcher used *Boso Walikan* as the medium language to engage the participants' interest. The result of the interview is explained in the following Table 4.

Table 4. Interview result

No	Questions (translated into English)	Response
1	What makes you interested in buying a product? ( <i>Opo sing nggarai umak tuku barang utowo panganan?</i> )	Because of the needs, the taste, and the price. ( <i>Mergo kebutuhan, rasane karo regone</i> )
2	Where do you usually buy that product? ( <i>Biasae tuku ndek endi, sam/ ning?</i> )	At the market or grocery store ( <i>Ndek toko modern utowo kelontong</i> )
3	How do you know that product? ( <i>Ngerti barang utowo panganan iku teko endi, sam/ning?</i> )	From the community, friends or advertisments. ( <i>teko bolo-bolo, konco, utowo iklan</i> )
4	How do you feel seeing an advertisement written in your local language? ( <i>yo opo perasaanne sampeyan lek onok iklan nggawe boso jowo utowo boso walikan?</i> )	I feel proud because my local language is finally becoming popular here. ( <i>Lek aku yo seneng bangga pisan mergo akhire boso walikan iso dadi rojo ndek omah e dewe</i> )
5	If you found the Javanese advertisement using <i>Boso Walikan</i> , would you buy the product? ( <i>Lek sampeyan nemu iklan nggawe boso walikan kiro-kiro sampeyan gelem tuku po ga?</i> )	I think yes if the product is suitable for me and not too pricey. ( <i>Lek barang e cocok karo ga larang yo ga popo,ning, ta tukune</i> )
6	Do you think that the advertising agency would be better using the local language instead of a foreign language like English in all advertising products? ( <i>Lek jare sampeyan, kudune iklan iku genahe nggawe boso lokal utowo boso Inggris?</i> )	I think a local language like <i>Boso Walikan</i> would be better to help me understand the advertisement message. ( <i>Lek jareku yo boso jowo utowo walikan ae, soale ga kabeh uwong ngerti boso Inggris</i> )

Based on the response above, it is found that mostly, the participants felt proud while seeing the advertisement written in their local language; *Boso Walikan*. The participants agreed that those advertisements helped them to understand the message or the product better compared to using a foreign language such as English. The advertisement that used *boso Walikan* increased their emotional feeling rather than Bahasa Indonesia. It is evidence that the local culture has a significant effect on the success of advertising among the Malangnese.

#### 4. Conclusions

There were several strategies for the advertising agents and industries to help their clients reach their best advertisement to give significant results to their products. One of the strategies was placing their product on the media of advertising such as billboards. Billboard is known as effective advertising due to its durability, and well-known by customers. To make the billboards attractive, the advertising industries created advertising statements to attract customers, such as using well-known language in certain areas. Cultural linguistics is a study that combines the function of language to include in the culture since understanding the culture of a place helps boost

a business immensely. A comprehensive understanding of language and culture helps build trust between others, be it with peers, colleagues, or associates. In conclusion, culture linguistics, also known as ethnolinguistics, was evident to support the advertising industries, thus, it was not only on billboards but also on other advertising media, such as television, the internet, radio, and social media. Based on this research, local language influences the phrasings used in Javanese advertising for several reasons; first; to help the consumers understand the message better, second; to increase the consumers' interest in the product, and third; to help boost the business immensely by building an emotional approach. Future research could explore the impact of cultural linguistics on advertising across diverse regions, media platforms, and consumer demographics, including the role of local languages in digital and AI-driven marketing. Additionally, studies could focus on the long-term effects of using local language on brand loyalty, business outcomes, and strategies for engaging multilingual audiences.

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