

Original Research Article

Indonesian Female Workers in Arabic Advertisements

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ABSTRACT

This paper aims to look at the form, content and effectiveness of Arabic informative discourse in the advertisements of Indonesian female workers circulating on the Internet. The topic of Indonesian female workers working in Arabia is addressed in this paper as it has always been a hot topic among Arabs and Indonesians. Advertisements in Arabic on the Internet is used as a research corpus in this paper. The method used in this research is analytical descriptive method by collecting, recording, describing, and analyzing the data related to the research topic. From the results of the study, it was found that some consist of a line only and some have many lines, some consist of black and white text while some use colorful photographs or cartoons, some are in the form of a poem and some are exposition, some display simple information and others have more complete information. Overall, it can be concluded that from the perspective of advertising theories, there are advertisements that are still not in accordance with the general criteria of advertising while some are already appropriate. However, it seems that this kind of advertising exists only in Arab countries.

Introduction

In everyday life in the Arab world, workers are needed. Meanwhile, there are not a lot of workers native to the country itself. Therefore, in an effort to acquire better worker, the Arabs expand their search for foreign workers, among them through advertising in the mass media, especially on the Internet. This research intends to examine the form and content of advertisements seeking Indonesian female workers, in order to see the effectiveness of these advertisements.

Arabic countries are among many countries that require foreign workers in helping their household affairs. As mentioned in the data of placement and protection of migrant workers for the period January 1 - February 28, 2018 from BNP2TKI that the Indonesian Workers working in Saudi Arabia this year amounts to 918, which is quite a big number. It is ranked 4th after Malaysia, Singapore and Hongkong.

The advertisements discussed in this paper are taken from the internet. According to Ralph (in Morissan, 2010), advertising is a form of non-personal communication about an organisation, product, service, or idea. The purpose of the non-personal word here is that in the distribution of advertisements involving mass media such as television, newspapers, magazines, radio, internet, and others. The mass media is chosen by advertisers in the hope that the advertisement is spread to the public. Advertising itself contains a beautiful speech, activity or sentences that can lure people to listen to these advertisements that arise the desire to buy products or use the services of these advertisements. That is the reason why advertisements are required to have a good and engaging language in describing the product being advertised.

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One of the many advertisements scattered in the Arab mass media is advertisements of products and services. In the advertisement of services, it contains the description of the services offered. Examples of advertising in the form of services namely advertising worker service providers. In the advertisement we can see a description of the biography of the worker as well as the skills.

Meanwhile, there are numerous advertisements of Indonesia workers circulating in the Arab mass media. Apart from Indonesia, most advertisements come from Southeast Asian and African countries. These advertisements are mostly in the form of a photograph and description of the worker. It resembles a picture of a missing person in search. There is also an advert in the form of text alone without attachment of any picture of the female worker. This is shown in the following advertisements:

Indonesian female domestic helper, Arrived day before yesterday 30 years of age, The salary is 1000, Has never worked before, new to work	خادمه اندونيسيه الوصول قبل امس العمر 30 سنه الراتب 1000 لم يسبق لها العمل، جديده
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There are several issues that can be analyzed from these advertisements, for example from the language aspect. In the text above, the letters *ta` marbuutah* (ة) or (ة-) which is used at the end of a word as a female marker on the text is not marked two dots. This can lead to a misunderstanding for those who read the advertisement, because it may refer to the letter (ه) meaning the possessive pronoun. Although this may not be a problem for native Arab speakers, but in this study, it should also be analyzed as part of a linguistic study.

Another problem can be analyzed in the advertisement text above is the phrase "the salary is 1000". In this phrase it is not clear whether the currency of the rupiah is used, because it is not explained where the worker will be placed. It could be based on where the media advertises, or elsewhere. As it is known that there are many Arab countries and they use their respective unique currency. This may confuse the worker intending to apply in that position. This may be the case, as the advertisers feel that the Indonesian agencies in Arabia know about it and will explain it to the Indonesian workers interested in the work. But, in theory about advertising, whether the advertisement is already considered a good advertisement will also be worthy of discussion in this paper.

Likewise, a clause that says that this advertised worker is new has never worked before. Does such information need to be displayed within the advertisement? This also becomes something that needs to be discussed, because according to Kotler, effective message, ideally should draw attention, maintain interest, arouse desire and motivate actions (2002: 63).

That is one example of research that will be discussed in this paper. In addition, in this paper will also analyse other advertisements in order to observe the characteristics of these advertisements. Research on advertising has been done before by Adrian Gully in his journal entitled *The Discourse of Arabic Advertising: Preliminary Investigations*. In the journal, Adrian explores the discourse of commercial consumer advertising discourse in both written and visual media in Egypt. After classifying the advertisements into the context of types and the schemes, Adrian focuses on examining the relationship between language and cultural representation in the advertising discourse. The study also assesses the effectiveness of the use of different levels of language in the advertisements studied and observes the use of rhetorical devices in reinforcing advertising messages therein.

Literature Review

This research is based on some previous researches. It will also analyze other advertisements in order to observe their characteristics. Research on advertising has been done before by Adrian Gully in his paper entitled *"The*

Discourse of Arabic Advertising: Preliminary Investigations". Adrian explores the discourse of commercial consumer advertising discourse in both written and visual media in Egypt. After classifying the advertisements into the context of types and the schemes, Adrian focuses on examining the relationship between language and cultural representation in the advertising discourse. The study also assesses the effectiveness of the use of different levels of language in the advertisements studied and observes the use of rhetorical devices in reinforcing advertising messages therein.

Repeated from the introduction. Rewording should be applied

There is also research conducted by Fahad S. Al-Olayan and Kiran Karande entitled "*A Content Analysis of Magazine Advertisements from the United States and the Arab World*". His research investigates the differences in magazine advertisement content from the United States and the advertisement content in the Arab world which consists of twelve Middle Eastern countries and ten African countries. Also, analyzing the differences of male and female depictions, as well as the level of information content, would improve the extent to which price information is hypothesized. The object under study is one thousand sixty-four advertisements from Egypt, Lebanon and the United Arab Emirates, as well as the pan-Arab's public interests, families, and women's magazines, then compared to 540 advertisements in the United States. Once analyzed, it was found that people's depictions were less frequently featured in Arabic magazine advertisements. However, in advertisements where people are shown, there is no difference in how women are portrayed. In the advertisements where women are shown, they are depicted wearing long clothes, and tend to be portrayed in advertisements when their presence is related to the advertised product. Also, in advertisements that show people, there is no difference in the extent to which the male model is depicted. Unlike US Advertisements that have more information of content, provide more information about the price, and use more comparative advertising than Arabic advertisements. This would lead to fewer offers to international marketers who want to advertise in Arabic magazines because of their limitations and extensions.

A research conducted by Maedeh Dohaei from Islamic Azad University and Saeed Ketabi from University of Isfahan, entitled "*A Discourse Analysis of Coffee and Chocolate Print Advertisements: Persian EFL Learner's Problems in Focus*", was designed to investigate the problems faced by Persian EFL (English As a Foreign Language) participants in reading the coffee and chocolate advertisements. It also explores the hidden strategies behind each advertisement. They selected 30 students of Persian EFL University who majored in English. The used a mixed research method from Halliday's Functional Systemic Linguistics (1994), Fairclough (2010), Huhmann adopted McQuarrie and Philips (2008) and Kress and Van Leeuwen (2006) adopted the Halliday Semiotic Approach (1994). The research findings showed that EFL Persian students did not only have problems with the semantic, syntactic and phonological aspects of advertising language, but also with non-linguistic elements such as colours in advertisements. As a result, the findings of this study can help EFL teachers to see the possible problems facing their students in reading advertisements.

There are also other studies conducted by Nouredin Mohamed Abdelaal and Amal Saleh Sase entitled "*Advertisement Analysis: A Comparative Critical Study*". This study aims to analyze two advertisements and investigate how advertisers use discourse and semiotics to interest people and customers to buy their ideas, beliefs, or products. Both advertisements analyzed are beauty products that have been selected from internet magazines. The methodology used in this research is a qualitative method. The first advertisement is qualitatively analyzed in terms of content; there is no focus on a particular theoretical framework, while the second advertising analysis is based on the Fairclough framework, a critical discourse analysis framework. Once analyzed, it can be concluded that the position of the advertising actors gives a specific message, sometimes related to power or domination. The colours used also reflect other messages in addition to the language used which reflects a strong message.

A similar research was also conducted by Kawakib Al-Momani, Fathi Migdadi and Muhammad A. Badarneh from the Department of English, University of Science and Technology of Jordan, Irbid, Jordan under the title "*A semiotic analysis of intergeneric borrowings in print advertisements in Jordan*". This study presents a semiotic analysis of

printed Arabic advertisements in Jordan. The research specifically investigates the phenomenon of antenumeric lending. The focus of this research is to provide an interpretation of the connoted meaning of this lending in the sociocultural context that has brought them into being. It also aims to show how these lendings and other signs complement each other to achieve their communicative functions. The subjects studied were the three major daily newspapers in Jordan, Al-Rai, Advertisement-Dustour, and Al-Ghad. This analysis uses Chandler's semiotic analysis model. The results of the analysis reveal that lendings in the sample data represent specific values derived from the cultural repertoire and audience ideology. Some of them have the function of building relationships by creating a privileged or humorous atmosphere, word play, word replacement, and ambiguity connoted by references to popular culture and worldly situations, while some have the function of creating credibility, commitment and morality derived from religion and cultural memory.

Another study was written by Kuldip Kaur, Nalini Arumugam and Norimah Mohamad Yunus. The title is *"Beauty Product Advertisements: A Critical Discourse Analysis"*. The study examined beauty advertisements in local English magazines from the perspective of Critical Discourse Analysis. This study focuses on language usage in beauty advertisements and strategies used by advertisers to manipulate and influence their customers. This analysis is based on the Fairclough three-dimensional framework. This shows how the 'beauty' ideology is produced and reproduced through advertising in popular local women's magazines. Qualitative research was conducted on beauty product advertisements in two popular local women's magazines, Cleo and Women weekly. Findings show that advertisers use various strategies to manipulate women. Advertisements promote the ideal lifestyle and manipulate the reader to some extent to believe that what is advertised is true. The study reveals how beauty ideologies are built and reconstructed through magazines with stereotypes about how beauty products are synonymous with better lives. The language of advertising is also used to control people's minds. Thus, the person in power (advertisers) uses language as a means to exercise control over others.

Also, a study done by ul Eman. The study aimed to examine how Grice's cooperative principle functions in the tag lines of Pakistani advertisements. She found that re language of advertisements can create conversational implicatures and can persuade stronger effect by violating and observing CP.

From the above research, this paper intends to conduct different studies, both from the research corpus and the point of views used to add more research on advertising, Indonesian female workers in Arabia, as well as discourse analysis in order to be used as a reference for researchers, observers and practitioners of the related fields.

The method used in this research is a descriptive analytic method with the qualitative approach. Qualitative research itself is done by collecting and recording data related to the research topic. Then descriptive method of analysis is used. The author describes the advertisement then analyses it. In analysing advertisements in terms of effectiveness, this paper uses effective advertising theory, which are advertisements that meet the advertiser's goals. This kind of advertisement is also usually creative and can distinguish itself among other advertisements. That's the same as Terrence Shimp puts which he mentions in his book about the most basic effective advertising conditions of expanding marketing strategies, including consumer's point of view, persuasiveness, having unique ways to break through the crowd of other advertisements, the idea to never promise more than what is given and preventing excessive creative ideas (2003: 415)

Indonesian Female Workers and Arabic Advertisements

In analyzing this research, I analyzed ten examples of Indonesian Female worker advertisements from various forms, ranging from photographing to text-only. The sources are retrieved randomly on some Arab websites that advertise these migrant workers, ranging from websites and forums that specifically advertise the worker to social media. Here is the analysis

يعلن مكتب زهرة المشرف عن وجود عاملة اندونيسية
العمر 37 سنة

تعرف تطبخ وتكوي وتغسل
طيوبة جدا ونظيفة
للتواصل معنا:
0500940831

Source: https://shrte.com/advertisements/66843/للتنازل_اندونيسية_عاملة_وجود_عن_المشرف_زهرة_مكتب_يعلن

The meaning of picture caption:	The meaning of the text:
<p>Indonesia Muslimah Age 37 years old Has settled for 6 months the first time arriving Able to cook, wash and iron. Skilled The reason for the transfer is earning. Expected salary: 1200</p>	<p>Zahra al-Musyrif Domestic helper Agency announces that there is an Indonesian female worker Of the age 37 years Able to cook, iron and wash very well and cleanly. Contact us: 0500940831</p>

This first advertisement is taken from the website موقع خدمات which is a specialized website to provide manpower. The website is designed as an open online store where others can advertise their products there, which are workers.

The advertisement is designed in the form of a description that explains about the worker offered. There are two unique characteristics of the form. First, the passage contained in the picture along with the photo of this worker and the passage contained in the web page. The advertisement is quite informative, because the explanation is a detailed dropdown of important key phrases so that what is conveyed is clear. The language used is also the official Modern Standard Arabic (*fushah*) so that the explanations in question are easy to understand. However, when viewed in terms of effectiveness, the above advertisements are less effective, because it uses two texts that are mostly of the same content, for example, citizenship, age, and skill. It would be great if the contents in the advertisement are merged into one.

Meanwhile, when viewed in terms of its contents, there is something less obvious, which is the contradiction between words has been settled for six months with the words first time arriving, because these words can confuse people. On the one hand, it is said, the first time arriving, but on the other hand it is said to have settled for six months. Moreover, in the text presented in the picture, there is the word *at-tanazul*, which means transfer of employment. 'Transfer' refers to the letting go one's employment of one employer to be hired by another employer. This means that the helper has already worked in that state before. This is also contrary to the new information first time arrival. Another thing to be asked is which country the agency is domiciled and in which currency the salary is. These are very important to inform, in order to avoid misunderstandings between the domestic helper and the employer after the signing of the contract. In addition, since the advertiser submits this advertisement is a domestic helper dealer, it is necessary to inform what percentage of the money that the helper has to pay to the agency as a dealer.

The second advertisement comes from the same website which displays the following information:



Which means:

*Transferring of domestic helper from Indonesia, good at taking care of the household
Islamic religion, age 25, expected salary (is) 1200
Has been in Saudi for 2 months, likes work, can speak English
Two years from the date of transfer from the kafala and has been tested before being transferred.*

Source:

https://shrte.com/advertisements/50659/للتنازل_ممتازة_للتنازل

In terms of appearance, this advertisement is quite interesting, because it displays a cartoon picture of a woman next to a text with various colors that enhances the visual feature of the advertisement. At a glance, regardless of the contents, even though the cartoon depicts the figure of a woman who has just completed her task of ironing the shirt, just like a domestic helper does, the person who has not seen the contents will think the advertisement is not about a domestic helper household. As a result, serious people are looking for helpers, will turn their attention to other advertisements, which are specific about domestic helpers.

Compare to the previous advertisement, which displays a photo of a worker looking for a job, it seems that both designs have their own advantages and disadvantages. The advantage of the previous advertisement is the clarity of the picture of the photo, so that one could see clearly which domestic helper would be employed at home, while in this advertisement the picture is a cartoon, so one could not be sure what kind of person they would employ at home. The disadvantage of the previous advertisement is the description of the advertisement is less detailed than this advertisement. In this advertisement, there is a description of the experience and abilities, and the time of transfer from the *kafala* (the guarantor).

The third advertisement is taken from Instagram social media from @ Indo_800 account where the account provides workers from various countries based in Saudi Arabia. Here is the advertisement:



Which means:

Transferring Domestic helpers from Indonesia, a Muslim, experienced and tested before changing guarantor.

Name: Dasti

Age: 24

can speak Arabic fluently,

Expected salary is 1200,

Married and have children,

previously worked in Riyadh and Dubai,

wants to work more than two years,

masters the daily cuisine,

able to take care of children,

clean,

to transfer (in the amount of) 33,

experienced

This advertisement, it seems, is more interesting than the two previous advertisements. This is a composite of both; there is a photo and a coloured text. Let's begin with the title of the advertisement, Indonesian housekeeper, a Muslim, experienced and tested before changing the guarantor. Like any other Arabic sentence, the title is not punctuated. As it is known that the sentences in Arabic, some use punctuation and some are not. So, the reader should be where to be given a pause and where to stop. After that, under the title is given a link associated with that information. Then, the description proceeds with the information about the domestic helper.

What distinguishes this advertisement from the previous advertisements is the name of the domestic helper who will work called, that is Dasti. Later, it is mentioned that she is proficient in Arabic, married and has children, has worked in Riyadh and Dubai, wants to work for more than two years, masters daily cooking, and there was a price to transfer which amounts to 33, though it is unexplained in which currency it is. Compared to other advertisements, this advertisement looks best, both in terms of form and completeness of the content.

The fourth advertisement is text-shaped. The advert contains text only, no photo of the worker in question or any other image. This text advertisement is taken from the Haraj website. The website contains some sort of online store but there are lots of job advertisements on the web. One of them is the advertisement below.



Source: https://haraj.sa/1125124728_للتنازل_خادمة_اندونيسية

This advertisement is written like a poem. Named i'lan, which means 'advertisement'. Then, followed by the first line which means 'moving the domestic helper', then the second line which means 'Indonesian for sale'. Subsequently, the third line which means 'good cooking', the fourth line means 'clean and speaking', the fifth line means 'Arabic and loving', the sixth line means 'children, age 24', the seventh line which means 'year', the eighth line means 'salary 1200', and the ninth line which means 'the selling price of 30,000' and the last is the name of the advertisement advertisement and phone number: 'Abu Rashid 050936561', which is placed at the bottom of the text as though it is the name of the poet who made the poem.

There are two interesting things about this advertisement, which is like a poem. This form may have its own appeal to the consumer, but unfortunately, the improper wording cuts. If in poetry, the use of a word can make the poem strong in its meaning, but in advertising, improper word cuts may slow the reader's understanding of the information contained therein. There are two words in this advertisement that make people confused, namely the verb al-bi' (sell) and the noun at-tanzul (transfer). Other advertisements use the word at-tanzul, but in this advertisement there is the word al-bi'. Probably, the point is that the worker can be transferred or sold for 30,000 and it is up to the new employer to choose.

The next fifth advertisement also comes from the haraj website as well. The following advertisement is longer than the previous adverts and has a more detailed description. The following is the advertisement:

خادمة اندونيسية للتنازل
خادمة اندونيسيا للتنازل بسبب عدم الحاجة الي خدماتها بسبب عودة الشغالة الخاصة بي
موعد الوصول الاثنين 2017/11/16
تجيد اعمال التنظيف والترتيب
الخادمة قادمة بتأشيرة زيارة وسوف يتم تحويل الزيارة الي اقامة
شرط عدم وجود خادمة علي اسم الكفيل الجديد تحويل الزيارة الي اقامة خلال 5 اسابيع من وصول الخادمة
الاستلام من المطار او من بيت الكفيل القديم
للتواصل: 0535205124

Source: https://haraj.com.sa/1127160480/للتنازل_اندونيسية_للخادمة/

Meaning:

Transferring domestic helper from Indonesia

Transferring Indonesian housekeeper as she is not needed anymore because my special worker has gone home

Date of arrival on Monday 16/11/2017

Good at work, clean and tidy

The domestic helper arrives on a visitor visa and it will be changed to a permanent visa

Since the domestic helper does not have a new guarantor, visitor visa has been changed into 5-week permit since her arrival.

Transfer to take place in the airport or from the former guarantor's house

Call 0535205124

This advertisement begins with the title of Transferring Domestic Helper from Indonesia. Apparently, this advertisement was created not to offer helpers, but to transfer the domestic helper from one employer to another. The sign that this advertisement was made by someone is visible from the /-i / (my) pronoun in the phrase /awdah ... bi- / (back ... to me) on the second line. Therefore, the information contained in the advertisement is contrast to the advertisements in general. The advertisement explains about the reasons of the transfer of the domestic helper. Then, the advertisement also explains the time of arrival, the visa used, when the visa will be replaced with a resident visa, that the domestic helper has no new guarantor, and the period of change of visa of the visit to the resident visa and the place of transfer of the domestic helper. In this advertisement, it does not seem so important

to mention who the name of the domestic helper is and how old she is. Although the description in this advertisement is quite clear, the redaction is not well-said. For example, the pronoun of /-i/ (me) in the advertisement is actually unusual in an advertisement. From the aspect of its appearance, this advertisement is less interesting, because it is too long and contains more about the process of arrival of the domestic helper to be transferred over about the the domestic helper's description, so this advert is less persuasive.

The sixth advertisement is as follows:



Source: <http://www.ksa-sef.com/للتنازل-خادمة-اندونيسية-خادمة-للتنازل-خادمة-اندونيسية-خادمة-فلبيني>

The translation is as follows:

For Household

An Indonesian Helper, has previously worked,
is good at housework, and a Filipino helper
who loves taking care of children and likes housework?
0505101118-0505442555

This advertisement has a good appearance. This may be intended to be the customers' concern. However, unlike previous long advertisements, this advertisement is very short and dense. It only gives information that the helper has worked and is good at housework, so no other information can be obtained from this advertisement. It is merged with a domestic helper advertisement from another country, which is the Philippines. It seems that advertiser is more concerned with its form than the content. With a special form, it is expected to draw costumers' attention to the advert. Only then, the contents will be read. Apparently, what is important for the advertiser is the core of the advertisement, which is domestic helper, has worked, is good work and comes from which country. Other advertisement mentions about the domestic helper's detailed experience, but this advertisement does not mention how long and where the person has worked. In addition, consumers are told to call the advertiser by phone. It is possible that the cost of advertising is not expensive.

The seventh advertisement is as follows:

استقدام عمالة في مدينة أبو ظبي الإمارات
يعلن مكتب الملكة لتوريد العامله عن وجود خدمات من إندونيسيا ممتازة في العمل يوجد لدنيا طبابخات ومربيات وخدمات بأسعار مناسبة جدا
وعروض ممتازة كما يوجد لدنيا خدمات من الفلبين وإثيوبيا ممتازة في العمل بسعره مناسب جدا ضمان المكتب اداره اماراتيه 100 / موبايل +
واتساب: +971 58 937 6866

Which means:

Recruitment of Domestic Helper in Abu Dhabi City in United Arab Emirates
The Al-Malikh Employment Agent announces the presence of workers
from Indonesia who are skilled at work, smart in the field

cooking and educating and serving with suitable prices as well as well-dressed. There are also helpers from the Philippines and Ethiopia who are good at work at a very suitable price. Contribution to the agency is 100 for the area around the United Arab Emirates
Mobile and Whatsapp: +971 58 937 68+971 58 937 686666

Source: <https://www.mourjan.com/ae/abu-dhabi/worker-recruitment/offered-services/10240066/>

Compared to others, this advertisement seems to be more official, so it is a form of announcement issued by a worker agency dealer. It begins with the title, then proceeds with an explanation of the availability of such workers and the skills they have, although not in detail. Perhaps, this is deliberate, so that consumers directly contact him by phone and the social media app written under the advertisement. In terms of effectiveness, the advertisement displays less of the consumer's point of view on the workers' description. In addition, the advertisement is also less persuasive and less unique because there is nothing special about it. However, just like the previous advertisements, this one explains as it is and does not exaggerate.

There is one word that does not exist in other advertisements, the word *murabbiyat*, which means 'educator'. In addition to being good at cooking and serving, these offered domestic helpers also have expertise in educating. Another thing that is different from other advertisements is this advertisement does not mention the salary clearly, rather it mentions 'the appropriate salary'. This is because the agency does not only provide one helper, but many helpers. This is seen from the word *khudumat* that shows a lot in the text. So, the salary varies according to the helper selected by the consumer via the contact numbers that have been provided. Another thing that does not exist in other advertisements is the word 'well-dressed'. These advertisements do not show photos like other advertisements, because there are too many helpers to show, thus the more general-looking words are applied. This is intended so that consumers can more freely choose which domestic helper looks better.

In addition to helpers from Indonesia, this advertisement also offers helpers from other countries, therefore the information provided is different from the description given by the advertiser individually and because that makes the advertisement the agent of worker suppliers, then there is a clause that requires a payment of 100 to agents, if it works in the area around the United Arab Emirates, but not clear in what currency. Like any other advertisement, this advert does not use two dots on the letter *ta` marbutah* (ة), with the similar reason as previously mentioned. Perhaps in the United Arab Emirates, such letter replacement does not concern the native readers.

Next is the eighth advertisement from social media twitter as follows:

يوجد خادمة اندونيسية للايجار الشهري متدربة وتجدد جميع الاعمال المنزلية ..

#رتويت #الرياض #القصيم #الراتب في كلمتين

Source: https://twitter.com/kadema_1/status/435731424273248256

Meaning:

Available Indonesian domestic helpers to be hired monthly, has been trained and masters all kinds of household chores

Salary in two words #Qasim # Riyadh # retweet #

Compared to other advertisements, there is new information contained in this advertisement, which is the 'hired monthly', 'has been trained' and 'salary in two letters'. On other advertisements, the salary in a month or a year is unexplained, while this advertisement mentions in one month. On another advertisement, the workers are generally called experienced, but in this advertisement, they are called trained. In other advertisements, the salary

is usually mentioned in the form of numbers, for example 1200, but in this advertisement, it is mentioned in the form of letters, i.e 'salary in two words. However, it is unexplained what 'two-word' phrase implies.

The advertisements are in the form of a brief explanation and some hashtags which is the characteristic of social media Twitter. The advertisement begins with the words of the availability of female domestic helpers from Indonesia, then the hiring period is explained monthly, and the last is followed by the skills she has. However, his advertisement is still less informative since the personal data of the helper is not displayed. In terms of effectiveness, the advertisement is the same as the previous one that is less description of the consumer's perspective. Also, it is less persuasive and less unique because there is nothing special in the advertisement. However, similar to the previous advertisement, this one informs as it is and do not exaggerate in persuasiveness.

The ninth advertisement is as follows:

خادمه اندونيسييه للتنازل
للتواصل 055557391

Domestic helpers from Indonesia for transfer
Call 055557391

Source <https://www.amalh.net/vb/t187428.html>

From the aspect of its complexity, the above advertisement is very simple compared to other advertisements. It is merely that the availability of helpers and contacts are conveyed. The advertisement is less informative, despite the advertisement is shown on the website of the workers' forum that come from various countries. On the other hand, advertisers should also be creative in promoting the workers, because the promotion site is a website that allows posts to be made as attractive as possible. In terms of effectiveness, it is clear that the advertisement is still less effective, although the detailed explanation of the worker will be notified through the contact provided.

In addition to shortness of the text, the language used is not also careful. The letter ta`marbuthah, the signifier that the word is female, that is (ة) in the word khadimah (female domestic helper) and indunisiyah (female Indonesian) is written without two dots on it (ه). It may be interpreted that the advertiser feels that the readers of this advertisement are those who understand Arabic, so they are assumed to readily know that the meaning of the letter (ه) in the word is a letter (ة). Similarly, it can be interpreted that it is possible for the advertiser as long as the pronunciation of both letters is the same. From the aspect of its meaning, we can examine that the written letters without dots can cause contradictory meanings, for example the word khadimah, which means 'female domestic helper, can be read khadimuhu, which means 'his aide'.

Finally, the tenth advertisement is as follows:

خادمة اندونيسية نظيفة مسلمة للتنازل
العمر: 36 سنة
الجنسية: اندونيسية
السعر: 1000 ريال عماني
ترغب بالعمل في مسقط
للتواصل: 95959902

Source: [//avb.s-oman.net/showthread.php?t=2651958](http://avb.s-oman.net/showthread.php?t=2651958)

Meaning:

Indonesian domestic helper, clean, muslimah
Age 36 years old,

Indonesian citizen,
Salary 1000 Oman Riyals, wants to work in Muscat,
contact: 95959902

The advertisement is almost patterned the same as the earlier ones that begin by exposing their availability, then religion, age, nationality, the price offered and the last contact that can be reached. Nevertheless, the advertisement is still less informative because there are still less things informed about the worker's skills. Compared to other advertisements, there is new information contained in this advertisement, which is a description of the worker's nationality. Actually, there is no need to explain about this, because previously it has been mentioned that this helper is Indonesian. In other advertisements, the currency of the country is not mentioned, meanwhile this advertisement mentions Oman Riyals. The previous advertisements do not mention the place where the domestic helper wants to work, while in this advertisement mentions the city of Muscat. From the aspect of the language, it seems that the advertiser is more careful to use the language as it does not give the impression of carelessness. This is evident from the use of the suffix (ة) that the dots are not omitted as in some other advertisements, probably because the place where the advertiser is living and the customers targeted, as the Arabic language used varies between one Arab State and another.

Conclusion

From the analysis of the ten advertisements about Indonesian domestic helpers in Arabic mass media on the internet, it can be concluded that the various forms of advertising ranging from only one line to line up, ranging from some consisting of a line only and some which have many lines; some consist of black and white texts while some use colourful photographs or cartoons; some are in the form of a poem and some are in the form of exposition. Some display simple information and others have more complete information. Some are made by individuals while others are made by agencies. Overall, it can be said that from the perspective of advertising theories, there are advertisements that are still not in accordance with the general criteria of advertising while some are already appropriate. However, it seems that this kind of advertising exists only in Arab countries only, and the criteria must be tailored to the characteristics of the Arab nation itself.

The above advertisements cannot be tested according to Shimp (2000: 415) who says that the most basic effective advertising conditions are expanding marketing strategies. This is because the particular theory is used for products of goods expected to reach the marketing as much as possible, while these advertisements offer a human service that targets its marketing only around the country.

Shimp (2000) states that effective advertising should include the consumer's point of view. In the advertisements analysed, there is no consumer point of view that are regarded. This is because the product offered is not in the form of goods. To design of an advertisement of goods, the advertiser needs to firstly conduct a research on the community, to study the specifications anywhere in the product that needs to be given information, which results in a two-way relationship. Meanwhile in these advertisements, it appears that they are made on the basis of the interest of each advertiser who does not consider the consumer's point of view, because there is no standard criterion hence the relationship is only one way.

These adverts are related to Shimp's opinion on the effectiveness of advertising with persuasiveness. Since the marketed products are not objects, it seems that advertisers do not need to use persuasive descriptions to market their services. The advertisers know very well that it is not them who need consumers, but consumers are the ones who need it, so it is no longer necessary for them to use persuasive words. Advertisers are aware that the needs of Arabs towards domestic helpers are very high.

According to Shimp (2000), advertisements must have a unique way to break through in the crowd of other advertisements. In this advertisement, it does not seem necessary that way. Advertisers create advertisements as they are. This can be seen from advertisements made by individuals that are short and dense as it offers only one

helper, unlike those that are long and detailed made by domestic dealers as many helpers are offered, both from Indonesia and other countries. So, it is assumed to be unnecessary to make an effort for a breakthrough as much as in advertising a product of goods.

Shimp (2000) adds that people should not promise more than what is given and prevent exaggerated creative ideas. In the advertisements analysed, all the information is conveyed as it is, because there is nothing to promise unlike in advertisements of goods. There are one or two advertisements that try to give more creative appearance, but it only eliminates the important information that should be considered first.

From the overall analysis, it can be concluded that in order to be able to analyse the advertisements of Indonesian workers available on the internet, a special theory is required because these unique advertisements are only available in Arab countries.

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