

Cliché Language for Creative Advertising in Expanding the Product Market

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ABSTRACT

English is a language that must be owned by the younger generation. The development and progress of the world economy force us to continue to improve ourselves, including the ability to speak English. This research tries to present the use of cliché language style to create creative advertisements to broaden the market of products. The purpose of this research is to help students to develop their ability to use creative language. At the end of the research, students are expected to create attractive and creative advertisements with cliché language style. This study uses experimental and survey methods. Based on the results of the F test carried out, it is known that the significance level of 0,000 is smaller than 0.05. Based on these results it can be concluded that the independent variables of cliché language and creative advertising have a significant effect on expanding the product market

Keywords: Cliché Style, Creative Advertising

INTRODUCTION

When we listen to the word advertisement, what we imagine is a product. It can be said that advertising has become a part of our daily lives which we almost never realize that advertising is everywhere, even in the surrounding environment. This happens because of the background of such a high aspect of competition between domestic and foreign products in marketing in the community. For example, PT Unilever Indonesia has issued various products for the daily needs

of the Indonesian people. Also it is very often advertisements seen on television are products of Unilever.

There are several forms of advertising such as images, photos and words and even a combination of all. Given that advertisements in the form of images or photos without explanatory words will be difficult for consumers to understand, the researchers assume that in advertisements, speech or words are the most effective for describing and expressing ideas that want to be conveyed so that there is a common interpretation between the creator of advertising and advertising goals so that the purpose of holding it can be achieved. That kind of utterance is the style of language. (Sudaryanto, 1993)

As we all know, language is unique, meaning that language has certain characteristics and is not possessed by other languages. Therefore there is no language that is higher than language style because it is delivered with non-standard language or is often known by the community as a spoken word, (Chear, 1994) as the word "make" in the sentence "sexy fragrance makes angels forget themselves" sentence The advertisement appeared *on Ax deodorant body spray products*.

Recently, advertising has increased significantly. The reason for one of them is the rapidly increasing types of media that emerged. And other causes are technological factors and electronic media that are growing rapidly. And also the birth

of new television stations, the increasing use of computers, mobile phones, internet users, the entertainment industry, made the world of television increase rapidly. However, as the number of television channels continues to grow, people are changing channels more frequently. This has an impact on the level of effectiveness of television advertisements. And without realizing the effectiveness of advertising in the mass media is getting weaker, so there arises a new problem that is how to effectively attract people to a product. Therefore, producers and advertising agencies must find more effective solutions in promoting their products, one of which is by creating creative advertisements.

To create creative and attractive advertisements, professional workers who have creativity in processing advertisements are needed, ranging from message planning, media planning to how to deliver the message. Therefore, we need a very interesting language of advertising to be able to steal the attention of the community as a target for advertising and products. One of the ways is the using of language style.

This unique language style will be able to pierce the hearts of the people. The style of language will attract their sense of curiosity and interest, therefore a sense of wanting to have the products offered is arisen. The characteristics of advertising languages are that they are attractive, concise, clear and to the point. Therefore it is necessary to choose the appropriate word and language style (how to use interesting language) to create attractive ads. Based on the description above, the researcher tried to develop a study of cliché figurative language. This research will implement a cliché language style in making marketing advertisements for a product.

The cliché Language Style is a collection of various words in sentences and phrases that are often spoken so that the term becomes common. The terms in this language style cliché are often used or appear in mass media or electronics, and the term is called Slogan. In general, words in cliché are often spoken by people who are already famous or most influential. Examples of cliché words in English are as follows.

Cliché Language Style	Translation
No to pain, no to gain	It will not be possible without making sacrifices
Practice makes perfect	Perfection comes from practice

Cliché or cliché style is an expression that is often used or often repeated so that it loses its original meaning or message and eventually it will lose its interest. From this explanation, it will remind us of idioms. Cliché and idiom are two expressions that have similarities, idiom is figurative, while cliché is still literal, so the implied meaning is still easy to guess. So it can still be said also if cliché is still part of the idiom which is known among the people.

The use of cliché in our daily writing or speech can show our understanding of English which is a foreign language. In Indonesian, cliché language style is also interpreted as pleasantries. For instance, when there are friends who are afflicted by grief, we are accustomed to saying "Everything must have wisdom". This can

indeed be justified, however, because it is used too often, the sentence has lost its original message or does not really sound sincere, so it can no longer comfort the listener.

Another example of a sentence using cliché language style that is often found in Indonesian is when we ask about someone's situation, then that person will answer "I'm fine". And the situation is clear that he is experiencing sadness or is having problems.

The following are examples of sentences using the cliché language style in English:

1. What goes around and comes around (it means: All things are acted, whether good or bad, will have its own consequences)

The point is that everything that is done, good or bad, certainly has its own consequences. If we do good, we will get

good too; and if we commit a crime, then we will also get a similar reward.

2. And the list goes on (etcetera)

The cliché sentence has a meaning that is "etc.", usually used as closing when presenting several examples of something. In Indonesian, we also know it as "and so on".

3. Only the time will tell something (It means that something will become clear over time)

The purpose of the cliché sentence is that which literally means "only time can express". Here it is explained if everything is sure to be answered as soon as possible or later, and all that can be done is to wait for the day to come.

4. It is a matter of time (something will happen sooner or later, eventually)

When someone says "It's a matter of time", then he is asserting that something will definitely happen later, both sooner or later.

5. Someone woke up on the wrong side of the bed (to be in a bad mood when you wake up)

Furthermore, if we hear someone say "He woke up on the wrong side of the bed", then that doesn't really mean that the subject of conversation is waking up on the wrong side of the bed. This explains if he is not in a good feeling or desire when he wakes up.

The word advertising comes from Greek which means to lead people to the idea. The comprehensive understanding of advertising is "all forms of activities to create and promote ideas, goods, or services that are paid non-personally by certain sponsors" (Durianto, 2004).

Meanwhile, Wells, Burnett and Moriarty 1998 (Sutisna, 2012), defines advertisements as follows: "Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience". So according to the author, what is meant by advertising is an activity that is used by a person or group of people to influence or direct the minds of others to a specific purpose by using certain media.

Advertising is a special form of communication that is usually used by entrepreneurs to direct persuasion communication to target buyers and the public. Advertising is a tool to open two-way communication between sellers and buyers so that their desires can be fulfilled in an efficient and effective way.

One strategy in advertising is to select advertising media (Kotler and Armstrong, 2008:161). Choosing advertising media is determined based on the frequency, reach of consumers, and the impact of these advertisements on consumers. Every advertising media has advantages and disadvantages of each in advertising a product. As a marketer must be able to choose the right advertising media so that advertising can reach consumers effectively and efficiently. Television is one of the advertising media that is often used by marketers to advertise their products.

Advertising is one of the activities carried out by many companies and individuals. In advertising, the sponsor or the advertiser must pay for media that is not cheap.

Here the sponsors are trying to spread the word to the public. This news is called advertising. So advertising is different from advertisement. Advertising is the process, while advertisement is the product. Creative and attractive advertising is needed by professional workers who have creativity in processing advertisements, ranging from message planning, media planning to how to deliver (expose) the message. In advertising agencies (advertising companies) there are special sections that design creativity, these are called copy-writer, scriptwriter or screenwriter and art directors called art directors or visualizers. They believe that creative advertising will make it effective because with a creative display the advertising message will be able to influence the audience. Advertising creativity can be said to be a very important component of advertising.

Marketing is a comprehensive, integrated, and planned activity carried out by an organization or institution in conducting business in order to be able to accommodate market demand by creating products of sale value, making price lists, communicating, delivering, and exchanging offers of value for consumers, clients, partners or the general public.

To simply put, the definition of marketing is more focused on the process of introducing products or services to potential consumers. Aspects of marketing include advertising, public relations, promotion, and sales.

Marketing is a series of activities that are often carried out to meet the needs and satisfaction of consumers. Marketing activities are carried out by making products, determining the place of sale, determining prices, and promoting products to consumers.

Marketing activities of a product will not be able to be separated from the terms of advertising, this is due to the function of advertising itself in marketing is to strengthen the drive for the needs and desires of consumers for a product to achieve satisfaction. The form and creation of advertising here have a big influence on success in marketing communications of a product. To make the consumers pay attention to the product, it depends on the their motivation and ability (involvement). And consumers become the target of advertising will be based on awareness, moved and experience as an element of consideration in consumers. Consumer behavior is the act of consumers on the existence of the advertising, whether making choices, consuming, loyal to certain products, becoming a habit and others is a measure of advertising success.

Marketing communication through advertising promotion activities becomes one of the strategies in introducing or explaining the products being marketed. The strategy often used in looking the target market is the grouping of markets/ segments as a potential buyer/ user area. The selection

of specific market groups will make it easy to communicate between products and advertising media. Parts of the market become the most important reference and destination of the products to be offered from advertising. Therefore, in designing advertising designs must understand, comprehend, and recognize what is happening in the market as a place where the product will be marketed

In marketing activities, if you want to produce the response you want in the community market that is marketing mix consisting of four groups of variables, namely:

1. Products

Product means a combination of goods and services that the company will offer to the target market. The elements included in the product mix include product variety, quality, design, features, brand names, packaging, and services.

2. Price

Price is the amount of money that customers should pay to get the product. Price is the only element of the marketing mix that gets income, while other elements give costs. Price is the most easily adjusted marketing mix and requires a relatively short amount of time, while product features, distribution channels, and even promotion require more time.

3. Place

Marketing venues or channels, including company activities that make products available to the targeted customers. Distribution channels can be defined as a set of companies and individuals who take over rights or assist in the transfer of rights to certain goods or services as long as the goods or services move from producers to consumers (Kotler, 2000).

4. Promotion

Promotion is an activity that conveys a product and persuade customers to buy it. The definition of promotion according to Kotler (2000) is a variety of activities carried out by producers to communicate the benefits of their products, persuade, and remind target consumers to buy these

products. In detail the promotional objectives are as follows:

- a. Inform
- b. Persuade target customers
- c. Remind

METHODS

This research methods used are experiments and surveys. From the existing problems this study will try to implement the Cliche Language Style in creating advertisements. And this research emphasizes the usage of language style and words selection. Data collection methods and instruments used in this study are observation, interview, documentation or questioner. Sources of data in this study are classified into 2 sources, namely: Primary data and secondary data. Sampling in research can only be done when the researcher has entered the field and during the study (emergent sampling design)

The analysis conducted in this stage of research is quantitative descriptive. The data analysis model used in this study is a data quality test (validity and reliability).

The technique used to infer the results of research through SPSS, namely: Validity test is used to measure the validity or validity of a questionnaire namely with the Product Moment Correlation from Karl Pearson

Data analysis models used in this study are data quality tests (validity and reliability) and multiple linear regression analysis models. The purpose of the technique of multiple linear regression analysis is to see directly the effect of several dependent variables (Erlina, 2011). To test the hypothesis, the Multiple Linear Regression Model is used with the following formula:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

For Information :

Y = Expanding the product market

b0 = Constant

X1 = Cliche Language Style

X2 = Creating creative advertisements

e = error

Data Quality Test

A Validity test usually uses to measure the validity/ validity of a questionnaire. To measure the validity of the questionnaire questions the technique used is Correlation Product Moment from Karl Pearson by correlating each question/statement then comparing r tables and r arithmetic.

The reliability test is carried out to measure the level of consistency between the results of observations with instruments or measuring instruments used at different times. The technique used to measure the reliability of observations is to test Cronbach Alpha statistics by comparing alpha values with their standards with the following provisions:

1. If $\alpha > 0.7$, the observation instrument is determined to be reliable
2. If $\alpha < 0.7$ then the observation instrument is determined to be unreliable

Classical Assumption Test

The classic assumption test is needed to be able to do multiple regression analysis. The test is carried out to avoid or reduce the bias of the research results obtained. Testing the classic assumptions used in this study includes normality test, multicollinearity test, heteroscedasticity test and autocorrelation test (Erlina, 2011), Hypothesis Test:

To determine the coefficient of determination (R^2) whether a regression model can be used, it is determined using the coefficient of determination. And the adjusted R^2 value can go up or down if one of the independent variables is included in the regression model (Ghozali, 2016)

The F Statistical Test shows whether all the independent variables entered in the model have a simultaneous influence on the dependent variable.

The t-test statistic shows how far an independent variable individually or partially can explain the variation of the dependent variable.

RESULT

This study aims to determine the results of the Cliché (Cliché Figurative of Speech) language style implementation in creating creative advertisements on expanding product markets. The independent variables in this study are Cliche Language Style and Creative Advertising with the dependent variable expanding the product market.

The results of the descriptive statistical analysis of each variable can be seen in Table 1.

Table 1. Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	40	5.00	9.00	7.5738	1.00948
X2	40	5.00	9.00	7.5952	1.03734
Y	40	5.00	9.00	7.4643	.91327
Valid N (listwise)	40				

Source: Secondary data processed, 2019

From Table 1 it can be seen that the minimum value of the ability to use cliché language style (X1) is equal to 5.00 for 3 people while the maximum value for 9.00 is 9 people. The average value of using the Cliché Language Style is 7.57 out of 40 students. The minimum value of creative advertising (X2) is 5.00 as many as 2 people while the maximum value is 9.00 as many as 6 people. The average value of creating a creative ad is 7.59 out of 40 students

For variable Y, which is expanding the product market has a minimum value of 5.00 for 2 people and a maximum value of 9.00 for 2 people. The average value of the ability to expand the product market is 7.46 out of 40 students.

Classic assumption test

Testing is done to see whether there is a infringement of the classic assumptions that are used as the basis in the multiple linear regression model.

Normality test

The normality test is intended to test whether the regression model, confounding or residual variables have a fairly normal distribution (Ghozali, 2016). From the

results of the normality test the data can be seen from the graph in Figure 1.

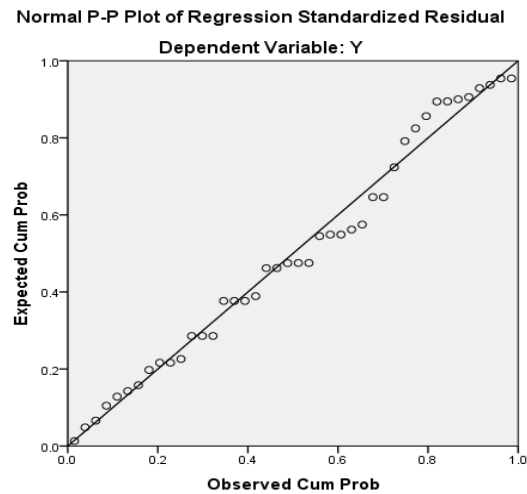


Figure 1 Normal P-Plot Graph
Source: Secondary data processed, 2019

This test is to see whether the dependent variable or independent variable has a normal distribution or not. The appropriate regression model used is a model that has a normal distribution. Based on Figure 1 shows that the regression model is normally distributed.

The normal distribution pattern can be seen from the histogram graph in Fig. 2 which gives a normal distribution pattern with uneven distribution both left and right.

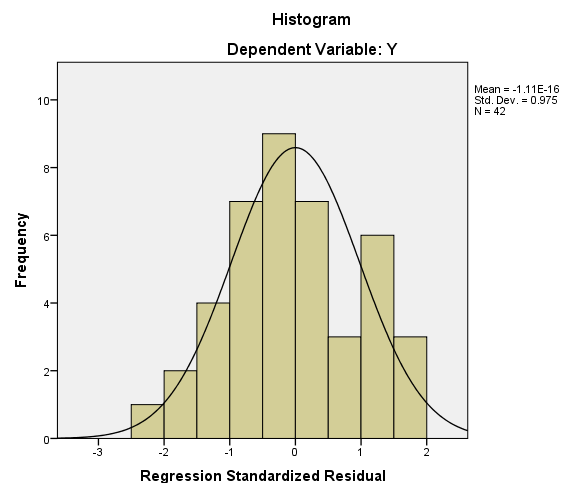


Figure 2. Histogram Graph
Source: Secondary data processed, 2019

In addition to seeing the results of normality testing can use the Kolmogorov Smirnov statistical test which is a very valid

test of normality. According to (Ghozali, 2016) the probability criteria of the normality test using the Kolmogorov Smirnov test are as follows:

If the significance value of the Kolmogorov Smirnov test is below 0.05, then the data are not normally distributed.

If the significance value of the Kolmogorov Smirnov test is above 0.05, then the data is normally distributed.

Testing of the Unstandardized residual values resulting from all variables is shown in Table 2 below:

Table 2. Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	40	
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	.70758468
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.090
Kolmogorov-Smirnov Z		.586
Asymp. Sig. (2-tailed)		.882
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Secondary data processed, 2018

Statistic test results using the Kolmogorov Smirnov Test showed that a significant value of 0.882. This value is

above 0.05, which means the residual value is normally distributed.

Multicollinearity Test

Multicollinearity testing is done by looking at the collinearity statistical value and the value of the correlation coefficient between independent variables. The multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). A good regression model should not occur the correlation between independent variables. Detecting the presence or absence of multicollinearity symptoms is to look at the value of tolerance and variance inflation factor (VIF). Multicollinearity occurs when the tolerance value ≤ 0.10 and VIF value ≥ 10 (Ghozali, 2016).

Based on Table 3 it can be seen that there is no multicollinearity where the VIF value is less than 10 while the tolerance value is greater than 0.10. This shows that the dependent and independent variable indicators in this study are not correlated with each other and there is no multicollinearity between the independent variables in the regression.

Table 3. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.648	.952		2.782	.008		
	X1	.318	.138	.351	2.308	.026	.665	1.504
	X2	.317	.134	.360	2.368	.023	.665	1.504

a. Dependent Variable: Y

Source: Secondary data processed, 2019

Heteroskedasticity Test

This test aims to test whether in the regression model there is an unequal variance from the residuals of one observation to another.

From the Scatterplot chart, it can be seen that the points spread and do not form a specific pattern and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

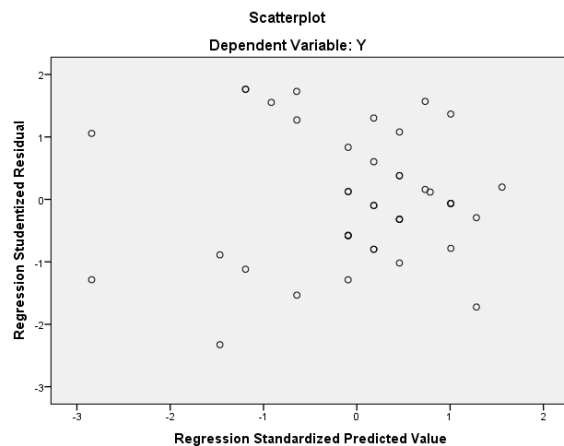


Figure 3 Scatterplot graph

Determination Coefficient Test (Adjusted R 2)

The coefficient of determination R Square (R2) explains that the value of the independent variable to the dependent variable. R Square value is from zero to one. The correlation coefficient can show strong if the data R values between 0.5 and close to 1.

From Table 4 it produces an Adjusted R Square value of 0.369 or means 36.9% of the influence of the independent variable (Cliché Language Style and Creating Creative Advertisements) on the dependent variable (expanding the product market). While the remaining 63.1% is still influenced and explained by other variables and those are not included in this research model. R Square value of 0,400 or 40% shows that the correlation or relationship between the independent variables (Cliché Language Style and Creating Creative Advertisements) on the dependent variable (expanding the product market)) is weak because it is below 50%.

Table 4 Results Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.400	.369	.72550
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Source: Secondary data processed, 2019

Simultaneous test (Test-F)

A simultaneous test (F-Test) is performed to see the effect of the independent variables on the dependent variable together. From the results of data processing, the results of statistical analysis are simultaneously listed in Table 5.

Table 5 F-Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.669	2	6.834	12.984	.000 ^b
	Residual	20.528	39	.526		
	Total	34.196	41			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Secondary data processed, 2019

From Table 5 a significance value of 0,000 is obtained. Thus it can be concluded, amounting to $0,000 < \alpha (0.05)$ which means H_a was accepted stating that the cliché language style in creating creative advertising simultaneously had a significant effect on the expanding market of the product

Partial Test (t-test)

Partial test (t-test) is carried out to analyze the effect of each independent variable on the dependent variable. Partial test results (t-test) can be seen in Table 6.

Table 6. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.648	.952		2.782	.008
	X1	.318	.138	.351	2.308	.026
	X2	.317	.134	.360	2.368	.023

Source: Secondary data processed, 2019

From Table 6, the effect of each independent variable partially on the dependent variable is as follows:

1. The significance value of cliché language style is 0.026 smaller than $\alpha (0.05)$, then H_a is accepted. Cliché language style partially has a positive and significant effect on expanding the product market
2. The significance value of creating creative advertising is 0.023 less than $\alpha (0.05)$, then H_a is accepted. creating creative advertising partially has a positive and significant effect on expanding the product market

Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to see directly the effect of several dependent variables (Erlina, 2011). The results of the regression analysis can be seen in Table 7.

Table 7. Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.648	.952		2.782	.008
	X1	.318	.138	.351	2.308	.026
	X2	.317	.134	.360	2.368	.023

Source: Secondary data processed, 2019

From Table 7, the multiple linear regression equation produces the following financial performance estimator model:

$$Y = 2.648 + 0.318 X_1 + 0.317 X_2 + e$$

From the multiple linear regression equation, it can be explained as follows:

1. A constant value of 2.648 which indicates if all the independent variables (cliché language style and creating creative advertising) are assumed to be zero, then the value of cliché language style and creating creative advertising increases by 2,648.
2. The coefficient b1 of 0.318 indicates that an increase in cliché language style creating creative advertising by 1% will be followed by an increase in the value of expanding the product market by 0.318% with the assumption that other variables are fixed.
3. The coefficient b2 of 0.317 indicates that an increase in creating creative advertising by 1% will be followed by an increase in the value of expanding the product market by 0.317% with the assumption that other variables are fixed.

DISCUSSION

Implementation of the cliché language style is considered very important, one of the causes is the vastness and development of the community's need for market products. And the use of advertising is no longer able to avoid its needs. The implementation of this cliché language style becomes the latest ability possessed by

students in creating advertisements that they will market. They don't need advertising agencies to market their products or even they can open themselves to become advertising agencies. Indeed, the use of this cliché language style is quite interesting for students, how not! They do not need grammar (structure) that is good and right to express an idea through cliché language style.

From the function of language as a tool for communication, so the use of language covers the whole domain of human life, both in the fields of education, culture, economics, politics, law, and other fields of life (Afningsih, 2018). Many people use the language use in human life, and it becomes the emergence of language styles. Each style of language has its own characteristics. This is also evident in cliché's language style in advertising language.

The use of cliché language style in advertisements is considered very important, this is because the cliché language style is able to attract the attention of the public or consumers to glance at a product. Cliché language styles are remembered easily by the people because the language is quite unique and creative. That way the community will be easier to remember a product with a slightly different and interesting language. Here are some examples of sentences that use cliché language style in advertising as a tool to market a product:

- a. New kind of deliciousness! which means A new pleasure!

- b. Fresh Taste Does Not Grow on Trees means Fresh Taste does not come from trees
- c. That's how it's been over 50 years, and that's how it's going to stay means that's how we survived for 50 years and will continue to stay that way
- d. The Shoe Works if you Do means shoes are very useful for you
- e. stay fly, stay fresh, and get yourself a pair means to keep it stylish, fresh and get your shoes

This activity invites and applies language learning to better attract their attention. Although this activity is carried out under the supervision of the lecturer, their freedom to express something is given. The program was initiated by recognizing the abilities and character of students, both internal and external factors of the students themselves.

Students must find each other as partners to interact. For the initial stage, students are accustomed to using simple words to interact. When their interest in English increased, instructors began to introduce cliché language styles that emerged in everyday life. When interest begins to emerge, the process of inviting the creation of cliché language styles begins, for example in cosmetics, food, medicines, and electronic goods. In fact, these students have often known they have often heard the cliché has style in advertisements both in Indonesian and foreign languages, but they are not aware of it. Through this activity, they began to be able to use it well. Their ability to create cliché language style is not only used in their daily lives but their target is to be able to create advertisements in marketing a product, whether it is their own product or the products of others. The biggest target of this research is to prepare the young generation as a creative generation who are accustomed to using beautiful language into something that is highly valued.

From the results of the assessment of the tests that have been done the calculation is obtained descriptive data which states that the average value of the average of the use

of Cliché Language Style of 7.57 out of 40 students. The average value of the ability to create advertisements was 7.59 out of 40 students. For variable Y, in marketing the product, the average value was 7.46 out of 40 students

Adjusted R Square value of 0.369. This means that 36.9% the independent influence variable (cliché language style and create creative advertising) on the dependent variable (expanding the product market). Adjusted R Square value that has not reached 100% indicates that there are still other variables of 0.631 or 63.1% which are not used in this study.

Based on the results of the F test that has been done, it is known that the significance level of 0,000 is smaller than the value of 0.05. Based on these results it can be concluded that the independent variable namely cliché language style and creating creative advertising simultaneously have a significant effect on product marketing.

CONCLUSION

From all the activities that have been carried out, it can be concluded that:

1. English is an international language that has become the language of instruction in every field, especially in the economic field. A small example in economics is used when marketing a product.
2. Cliché language styles are remembered easily by the people because the language is quite unique and creative. So that the community will be easier to remember a product with a slightly different and interesting language.
3. Adjusted R Square value of 0.369. This means that 36.9% influence the independent variable (cliché language style and create creative advertising) on the dependent variable (marketing the product). Adjusted R Square value that has not reached 100% indicates that there are still other variables of 0.631 or 63.1% which are not used in this study.

4. Based on the results of the F test carried out, it is known that the significance level of 0,000 is smaller than 0.05. Based on these results it can be concluded that the independent variable namely cliché language style and creating creative advertising simultaneously have a significant effect in marketing a product to the students of the Faculty of Letters.

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