An Analysis of Language Style in Purina and Royal Canin Pet Food Video Advertisements

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Abstract. Language is pivotal in advertising, effectively communicating ideas and influencing consumer behavior. This study explores how Purina and Royal Canin use language styles in their YouTube video advertisements to build brand awareness and positive perceptions. Analyzing ten video advertisements (five from each brand) with Martin Joos' theory, the research found that the consultative style is predominantly used to provide information and guidance to pet owners. The casual style is the second most common, making the brands appear approachable and friendly. The intimate style is rarely employed, indicating limited personal emotional engagement. Formal and frozen styles were not observed. These findings imply that consultative and casual language effectively engage a broad audience by emphasizing product benefits and accessibility. However, the study is limited by its small sample size and focus on only two brands. Future research should include a larger variety of brands and platforms to gain a deeper understanding of language styles in pet food advertising.

Keywords: Language styles, Pet food, Purina, Royal Canin, Video advertisements

Abstrak. Bahasa memiliki peran penting dalam periklanan karena mampu menyampaikan gagasan secara efektif sekaligus memengaruhi perilaku konsumen. Penelitian ini bertujuan untuk mengkaji bagaimana Purina dan Royal Canin menggunakan gaya bahasa dalam iklan video YouTube mereka untuk membangun kesadaran merek dan persepsi positif. Dengan menganalisis sepuluh video iklan (masing-masing lima dari setiap merek) menggunakan teori Martin Joos, penelitian ini menemukan bahwa gaya konsultatif merupakan gaya yang paling dominan digunakan untuk memberikan informasi dan panduan kepada pemilik hewan peliharaan. Gaya kasual menjadi gaya kedua yang paling sering muncul, sehingga merek terlihat lebih ramah dan mudah didekati. Sementara itu, gaya intim jarang digunakan, yang menunjukkan keterlibatan emosional personal yang terbatas. Gaya formal dan beku (frozen) tidak ditemukan dalam iklan yang dianalisis. Temuan ini mengindikasikan bahwa penggunaan gaya bahasa konsultatif dan kasual

efektif dalam menjangkau audiens yang luas dengan menekankan manfaat produk serta kemudahan akses. Namun, penelitian ini memiliki keterbatasan pada jumlah sampel yang relatif kecil dan hanya berfokus pada dua merek. Penelitian selanjutnya disarankan untuk melibatkan lebih banyak merek dan platform guna memperoleh pemahaman yang lebih mendalam mengenai penggunaan gaya bahasa dalam iklan makanan hewan peliharaan.

Kata kunci: *Gaya bahasa, Makanan hewan peliharaan, Purina, Royal Canin, Iklan video*

1. INTRODUCTION

Language plays a pivotal role in human life, serving as the foundation for communication, expression, and the transmission of ideas (Ellis, 1992). In the realm of advertising, language becomes an essential tool for effectively conveying messages, influencing consumer behavior, and reflecting the intrinsic value of products or services (Wirawan & Puspita, 2017). The strategic use of language in advertising not only persuades consumers to take specific actions but also shapes their perceptions and attitudes toward brands (Widyahening, 2015). As such, understanding the nuances of language styles in advertising is crucial for businesses aiming to establish a strong market presence and foster positive relationships with their target audiences.

English has emerged as the global lingua franca, particularly in business and international trade, facilitating seamless communication across geographically dispersed organizations and eliminating the need for costly translations or intermediaries (Herbert, 2023). This widespread adoption of English simplifies negotiations and enhances collaboration between vendors, partners, and customers worldwide, thereby increasing operational efficiency and fostering global business growth (Herbert, 2023). In advertising, the effective and differentiated use of language can lead to successful persuasion, ensuring that marketers effectively transmit the desired emotions and ideas associated with their products or services (Pizarro, 2017).

Advertising, defined as the act of drawing attention to or informing individuals about products, services, or ideas (Dyer, 1983), primarily aims to persuade or influence consumers to make specific purchasing decisions (Wells et al., 2006). However, there are instances where the objective is solely to inform consumers and raise awareness about a product or company (Wells et al., 2006). The persuasive power of advertising is harnessed through various elements, including visuals, sounds, and typographic variations, all of

which work in tandem to capture the public's attention and drive consumer engagement (Sofyan et al., 2020). With the advent of digital technology, advertising has expanded beyond traditional media to include various social media platforms, which have become indispensable tools for marketing, promotion, and advertising (Andreki & Yazdanifard, 2014). Platforms such as Instagram, Facebook, Twitter, and YouTube offer businesses unprecedented opportunities to reach a vast and diverse audience. Among these, YouTube stands out as the largest video-sharing platform, boasting over 2.6 billion users worldwide and attracting over 122 million daily users on its website and mobile apps (Ruby, 2023). The platform's algorithm-driven content recommendation system ensures that advertisements are tailored to viewers' previous searches and preferences, enhancing the effectiveness of targeted marketing efforts (Pedersen, 2019).

The COVID-19 pandemic has significantly impacted consumer behavior, leading to an increase in pet ownership as individuals sought companionship during periods of quarantine and social isolation (YPulse, 2020). According to a survey by YPulse (2020), 76% of millennials aged 20-38 own pets, with over half owning dogs and 35% owning cats. This surge in pet ownership has consequently heightened the demand for pet food products, positioning companies like Purina and Royal Canin as prominent players in the market. Purina, a subsidiary of Nestlé, offers a diverse range of over 2,000 brands, including baby food, health food, bottled water, cereals, coffee, tea, chocolates, dairy products, ice cream, frozen food, feed, and snacks. Meanwhile, Royal Canin, a leading feed company based in France, collaborates with Mars Petcare Company, contributing to its significant market presence (Conway, 2021). According to Statista (2022), Nestlé Purina PetCare and Mars Petcare are the top two pet food companies globally, generating revenues of approximately $16.4 billion and $19 billion USD, respectively. The success of Purina and Royal Canin's advertising campaigns can be attributed to their strategic use of language styles that resonate with a large and diverse consumer base. Effective language usage in advertising serves not only to inform but also to build a strong brand identity and foster consumer loyalty (Wells et al., 2006). By leveraging specialized language, these companies create awareness, generate interest, and cultivate positive brand perceptions among pet owners.

Despite the increasing importance of language styles in advertising, there remains a research gap in understanding how specific language strategies are employed by leading pet food brands on digital platforms like YouTube. Existing studies have predominantly focused on language styles in different industries or on various social media platforms, but few have delved into the nuanced application of language in pet food video advertisements. This study aims to bridge this gap by analyzing the language styles used in YouTube video advertisements by Purina and Royal Canin. Specifically, the research seeks to identify the predominant language styles employed by these brands, examine how these styles contribute to creating brand awareness, generating consumer interest, and building positive brand perceptions, and explore the implications of these findings for future advertising strategies in the pet food industry. The novelty of this study lies in its focused examination of language styles within the specific context of pet food video advertisements on YouTube, applying Martin Joos' (1967) theory to provide a detailed analysis of how leading pet food brands communicate with their audience through specialized language. This approach not only enhances the understanding of effective advertising strategies in the pet food industry but also contributes to the broader field of marketing communication by highlighting the critical role of language in shaping consumer perceptions and behaviors. By addressing these research questions, the study offers fresh insights into the dynamic and visually-driven nature of contemporary advertising practices, ultimately guiding future marketing efforts to better engage and retain customers in the competitive pet food market.

2. THEORETICAL STUDY

1. Languange Style

Language style refers to the variety of ways language is used to create certain effects and to express thoughts and emotions in speech or writing. Keraf (2016) explains that "style" (from the Latin stylus) reflects a person's skill in choosing words beautifully and effectively. Chaika (1982) defines language style as the selection of linguistic forms to achieve social or artistic effects, and it also helps listeners interpret the speaker's meaning as serious, humorous, ironic, or otherwise. Language style can reflect a person's character and communication ability; the more appropriate and effective the style, the better the

impression it creates. Overall, language style is a distinctive way of using language to convey ideas and feelings in an aesthetic and persuasive manner, requiring logical thinking and careful consideration.

2. Advertising

Over the years, technological advances have strongly influenced the development of new forms of advertising. The American Marketing Association (in Berl, 2022) defines advertising as any paid, non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It is used to communicate business information to both potential and existing customers, including details about the company, its products, and how to obtain them. Advertising is important for sellers and consumers because it shapes consumption experiences and influences how audiences engage with products (Hackley, 2005). Therefore, advertising can be concluded as a paid, non-personal promotional activity carried out by a sponsor to inform and persuade consumers.

3. Language Style of Advertising

Language is a crucial communication tool in advertising because it can strongly influence audiences. Widyahening (2015) explains that language has persuasive power and, when arranged effectively, can attract and affect viewers, while Pizarro (2017) argues that distinctive language use helps transmit the feelings and ideas marketers want consumers to associate with a product or service. Widyahening (2015) also notes that advertising language can reflect the use value of a commodity or service and may function as a medium for spreading capitalist consumerism ideology. Wells et al. (2006, p. 336) emphasize that advertising requires creative language concepts and strategic style choices to communicate messages effectively, and they identify nine common advertising styles: hard sell, soft sell, lecture and drama, straightforward, demonstration, problem solution, slice of life, spokesperson, and comparison.

3. RESEARCH METHODS

This study uses a qualitative case study design to examine language styles in Purina and Royal Canin YouTube video advertisements within their real-life context (Starman, 2013). The data consist of ten advertisements, with five videos taken from Purina's

official YouTube channel and five from Royal Canin's official YouTube channel, selected based on relevance to pet food products, recency, popularity (views and engagement), and their emphasis on nutritional benefits and product features. The main research instrument is the advertisements themselves as audiovisual text, while the analysis is guided by Martin Joos' (1967) theory of language styles, which classifies language into frozen, formal, consultative, casual, and intimate styles. A content analysis checklist based on Joos' framework was developed to help identify and record the presence and frequency of each style. Data were collected by systematically selecting videos published within the last two years, watching each video fully, noting key segments related to language use and messaging, and recording engagement metadata such as views, likes, shares, and comments (Starman, 2013). Data analysis was conducted through content analysis by coding and quantifying occurrences of each language style across the advertisements, then comparing patterns between the two brands to identify distinctive strategies, including the dominance of consultative and casual styles, the limited use of intimate style, and the absence of frozen and formal styles (Joos, 1967). In addition, the analysis was supported by audience validation, with over 90% of respondents agreeing with the observed language style patterns, strengthening the credibility of the findings.

4. RESULT AND DISCUSSION

The analysis of language styles in Purina and Royal Canin advertisements, guided by Martin Joos' (1967) classification, revealed distinct patterns in the use of language across the examined video advertisements. A total of ten YouTube video ads were analyzed, with five videos sourced from Purina's official channel and five from Royal Canin's official channel. The findings indicated that the consultative style was the most prevalent, accounting for 68% of the total language styles identified. This style was characterized by the provision of detailed information and guidance regarding the nutritional benefits and features of the pet food products. Advertisements employing this style focused on educating pet owners about the importance of proper nutrition and how the products meet these needs (Pizarro, 2017)

The casual style emerged as the second most common, representing 24% of the total language styles observed. This style was utilized to create an approachable and friendly

brand image, making the advertisements more relatable to a broad audience. The casual language often included conversational tones and informal expressions to enhance accessibility and foster a sense of familiarity with the viewers. For instance, Purina's advertisements frequently featured everyday language and scenarios that pet owners could easily identify with, such as pets playing happily or enjoying their meals, thereby creating an emotional connection without being overly formal (Widyahening, 2015).

Figure 1. Chart Language Style in Purina and Royal Canin Pet Food Video Advertisements

The intimate style was the least frequently used, accounting for 8% of the language styles observed. This style aimed to establish a personal and emotional connection with the audience, although it was employed sparingly. Instances of intimate language typically involved direct appeals to the pet owners' emotions and personal experiences with their pets. For example, some Royal Canin ads included heartfelt stories of pets overcoming health issues with the help of their specialized nutrition, aiming to resonate deeply with pet owners' personal experiences and emotions (Joos, 1967).

Notably, neither the formal nor the frozen style were identified in any of the analyzed advertisements. The absence of these styles suggests a deliberate choice by both brands to avoid overly rigid or impersonal language in their marketing communications. Formal language, characterized by its structured and sophisticated tone, and frozen language, which involves fixed and ceremonial expressions, were deemed unsuitable for the dynamic and engaging nature of video advertisements aimed at a diverse and emotionally invested audience (Ellis, 1992).

Additionally, survey feedback from over 90% of respondents corroborated these findings, indicating a strong agreement with the identified language style patterns in the advertisements. Respondents highlighted the effectiveness of the consultative and casual styles in conveying product benefits and creating a relatable brand image, respectively. The minimal use of intimate language was noted as a factor that maintained a balance between providing information and fostering a friendly brand presence without becoming overly personal. This high level of agreement among respondents underscores the strategic effectiveness of Purina and Royal Canin's language choices in their advertising campaigns.

The findings of this study align with previous literature on language styles in advertising, particularly the dominance of consultative and casual styles as effective approaches in marketing communication. The consultative style appearing most frequently in Purina and Royal Canin's YouTube advertisements is in line with Pangaribuan et al. (2020), who found consultative language to be the most effective style in Instagram cosmetic advertisements, especially when the message focuses on delivering detailed product information using Martin Joos' framework. This similarity suggests that consultative language is highly useful in product-focused industries because it helps build trust, clarifies benefits, and positions the brand as a credible source of information for consumers.

In addition, the notable use of casual style supports Rahmadany et al. (2022), who reported that Burger King's Instagram posts commonly combined consultative and casual styles to increase audience interest and engagement. However, Rahmadany et al. also identified the use of intimate style in fast-food advertising, even if it appeared less often than consultative and casual. In contrast, Purina and Royal Canin's advertisements show little to no intimate style, which may be influenced by the nature of pet food products and the platform context. Pet food advertisements tend to prioritize guidance, practicality, and approachable language for pet owners rather than relying heavily on deeply personal narratives, even though emotional appeal remains relevant (Rahmadany et al., 2022).

The strong presence of casual language is also consistent with Munirowati (2018), who found consultative and casual styles to be dominant in newspaper advertisements. Casual style helps reduce social distance between brand and audience, making the

message feel friendly, relatable, and easier to accept. This is important in the pet food industry because brands often aim to connect with pet owners through everyday communication while still highlighting product value. As Wells et al. (2006) explain, language style in advertising is closely tied to how brands shape audience interpretation and engagement, and a casual tone can make promotional messages feel more personal and less purely commercial.

Meanwhile, the limited role of intimate language in this study suggests that emotional closeness is not always the main priority in broad-audience, product-centered advertisements. This pattern still reflects Rahmadany et al. (2022), who noted that intimate style tends to appear less frequently than consultative and casual styles. For Purina and Royal Canin, reducing intimate style may be a deliberate strategy to maintain balance between emotional resonance and informational clarity so the message remains inclusive for viewers with different preferences and backgrounds. At the same time, the absence of formal and frozen styles strengthens the idea that contemporary advertising—especially video advertising—favors accessible and conversational language rather than rigid or ceremonial expressions that may feel distant (Wells et al., 2006; Herbert, 2023).

From a practical perspective, these results indicate that marketers can benefit from combining consultative and casual styles to achieve both credibility and engagement. Consultative language supports clear explanations of nutritional benefits and functional attributes, which can strengthen consumer trust, while casual language increases approachability and encourages audiences to feel closer to the brand (Pizarro, 2017). Nevertheless, this study has limitations, including the small sample size of only ten advertisements, the focus on two brands, and the restriction to YouTube as the only platform. The qualitative nature of the analysis may also involve interpretation bias, although it was supported through respondent agreement. Future studies should expand the number of brands and platforms, examine cultural influences on language effectiveness, and explore how language interacts with visuals, music, and narrative structure for a more comprehensive understanding of advertising impact (Mohajan, 2018)

5. CONCLUSION AND SUGGESTIONS

This study highlights the significant role that language styles play in the effectiveness of pet food video advertisements. The analysis of advertisements from Purina and Royal Canin revealed that the consultative style is the most dominant, effectively conveying detailed information about the nutritional benefits and features of the products. This approach not only educates pet owners but also builds trust and credibility for the brands. Additionally, the casual style was prevalent, creating an approachable and friendly brand image that resonates well with a diverse audience. This style fosters relatability and emotional connection, making the advertisements more engaging and memorable.

Understanding the language styles employed in successful advertisements offers numerous advantages. It enables brands to evaluate and refine their communication strategies, enhance audience engagement, and conduct competitive analysis. Different language styles evoke various emotions and engagement levels, providing brands with opportunities to differentiate themselves through unique messaging approaches. By identifying and leveraging effective language styles, businesses can improve their marketing effectiveness, ensuring their messages resonate deeply with their target audiences.

The findings of this research emphasize the importance of strategic language use in advertising. Brands that aim to thrive in the competitive pet food market must pay close attention to the language styles they adopt in their advertisements. By prioritizing consultative and casual styles, companies can effectively communicate product benefits while fostering a relatable and trustworthy brand image. This balanced approach not only informs consumers but also builds lasting emotional connections, driving brand loyalty and consumer trust.

Moreover, the insights gained from analyzing the language styles of well-known brands like Purina and Royal Canin can serve as inspiration for other advertisers. By adopting similar strategies, brands can attract and retain more customers, enhancing their market presence and competitiveness. Additionally, the development of resources such as infographics that outline various language styles can provide valuable guidance for advertisers. These tools can assist marketers in creating content that effectively

communicates with their target audience, ultimately driving positive consumer engagement and achieving marketing objectives.

In conclusion, the strategic use of consultative and casual language styles is essential for creating impactful and engaging pet food advertisements. Brands that effectively balance these styles can enhance their communication, differentiate themselves in a competitive market, and foster strong consumer relationships. By understanding and implementing appropriate language styles, marketers can develop more effective advertising campaigns that not only inform but also resonate emotionally with pet owners, thereby driving engagement and loyalty in the pet food industry.

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