CONSTRUCTING URBAN LIFESTYLE THROUGH BILLBOARD ADVERTISING: A CASE STUDY IN YOGYAKARTA

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Abstract

Advertising has an effect on changing lifestyles in urban communities. The massive development of billboard advertising in Indonesia's urban areas makes people exposed to advertising content every day. By using vocabulary and visualizing, directly or implicitly, advertising conveys messages and meanings that have an effect on the evolving lifestyles of urban populations. This paper would highlight how the language of advertising creates urban lifestyles in Yogyakarta by researching how advertising language building transmits a message and advertising language builds a lifestyle with an ideological orientation. It is also intended to support the target audience. This is qualitative analysis and data collection was carried out through observation and recording of the billboard advertising in Yogyakarta. Data was analyzed using the multimodal discourse analysis method of Gunter Kress and Theo van Leeuwen. The results indicate that billboard advertisements not only offer the commodity, but also convey the message of urban lifestyle directly and indirectly. Urban lifestyles are built using semiotic modes; language (using code mixing and foreign language) and visualization (using icon, image and color); in billboard advertising. They as well constructed ideologies that have structured society horizontally and vertically.

Keywords: Advertisement; Billboards Media; Multimodal Discourse Analysis; Urban Lifestyle; Ideology

1. INTRODUCTION.

Advertising, as one of the communication tools that serves to introduce products to the public, contributes in shaping and even changing the lifestyle of urban communities. The development of increasingly massive advertising in big cities in Indonesia causes advertising can not be separated from the community so that it can be said that advertising is a reflection of a society. Advertising, as one of the

communication tools that serves to introduce products to the public, contributes in shaping and even changing the lifestyle of urban communities. The development of increasingly massive advertising in big cities in Indonesia causes advertising can not be separated from the community so that it can be said that advertising is a reflection of a society. Sandage et al., (1989) shows several media that often display advertisements, including electronic media (television, radio), print media (newspapers, magazines, tabloids), internet (website, e-commerce, online advertising) and outdoor media (billboards, videotrons, banners, banners). This closeness between the public and the advertising media directly or indirectly influences the mindset of the community which has an impact on the formation and change of people's lifestyle.

As an advertising medium, billboards are important instruments that serve as a provider of sufficient information about the products consumed by the community (Abdullah & Sairin 2003; Achien'g, 2009). Billboards are also one of the outdoor advertising media (Achien'g, 2009) that is the closest to the community (Tsuji 2017). Every day, the public is exposed to billboard advertisements found along the road, especially city streets. The ease of accessing this advertising media makes billboards not only a very effective medium to be used (Taylor et al. 2006; Elrod & Jr, 2017), but also as a medium that is able to convey social messages (Embong et al. 2016). Therefore, it can be said that billboards are advertising media that carry messages and meanings that affect the community (Tajudin et al. 2019), both on thought, values, and attitude.

The use of language and visualization, both directly and indirectly, determines the message and meaning of advertisements on billboards that have an impact on changes in people's lifestyles. Urban lifestyles have become a reference for society through the process of conception of symbols communicated by billboards. The term "urban", according to Kartono (2010), refers to the characteristics and ways of life that are inherent in modern life or social practices based in urban areas. This urban lifestyle has a class bias, especially the urban middle class. The upper class as the dominant class is the target of commodification and is often used as a model and ideal type of modern life. Expectations about comfort and luxury that are raised in urban lifestyle advertisements create false realities dreamed up by consumer society. Consumer society (Boudrilard 1998), is characterized by "generale hysteria" in the consumption of signs which later become a means of class identity legitimacy.

This paper is intended to provide a new perspective in the construction of lifestyles through the language of billboard advertising. The development of billboard ads is very massive and very easy to find in big cities, one of them is in Yogyakarta. Yogyakarta that is known by "kota pelajar" (student city) is one of city that densely populated. This condition cause the development of advertising in this city also happens massively. The development of advertising in Yogyakarta made Yogyakarta known as emergency siege ads (Harsanto 2014). This causes 87.5% of public space in Yogyakarta to be controlled by outdoor advertising (SINDO report on March 22, 2015). Based on this fact, it can be assumed that almost every day the people are exposed by billboard

advertisement. So that, it consider appropriate to study the phenomena in Yogyakarta as location of this research.

This paper explained the using of language and visualization. The language in this paper is placed as a statement of a complex social situation. Correspondingly, three questions are raised to carefully examine the relationship of language with social reality: (1) How lifestyles are constructed through linguistic aspects in billboard advertisements in Yogyakarta; (2) How billboard advertisements contain lifestyle messages; and (3) How does the meaning of urban lifestyle be built by advertising language? This paper is based on the assumption that advertising language is not just a communication medium in marketing a product, but also as a force that constructs class and social grouping. The language of advertising, as Waller & Fam (2000) say, actually also speaks of the appropriateness of values attached to certain cultures and social groups. In other words, advertising has a clear orientation to social categories (Thurot 1983). Awareness of the selection and segmentation in society is a fact of how advertising is composed.

2. LITERATURE REVIEW
1. Billboard Advertising as Multimodal Discourse

Discourse can be studied descriptively and critically. Descriptive analysis of discourse, seeing discourse as a unity of words, phrases, sentences by ignoring existing social practices. While in a critical level, words, phrases and sentences in a discourse, is a tool to comprehend a construction that is built in the discourse (Udasmoro, 2018). Discourse of advertising according to Fairclough (2001) is one type of discourse that contains an ideology that legitimizes the existence of community relations both directly and indirectly.

Advertisement (next, mentions as "ads") displays ideologies (Ag & Lang 2018; Lynch 2018; Vahid 2012) , conceptual and certain characteristics that distinguish one ad from another. In billboard ads, the use of words, phrases or sentences is very short so that the construction of the meaning displayed must be absolutely correct. Billboards present messages in both verbal and non-verbal forms (Najafian & Dabaghi, 1991). In discourse studies, such discourse is called multimodality discourse (Kress & Leeuwen 1996/2001; Kress & Leeuwen 2001). According to Gunther Kress & Leeuwen (2001), multimodality discourse uses the combination and integration of different semiotic modes to construct meaning. Thus in multimodal discourse such as billboards, language (verbal aspects) is not the main and only mode, but there are other modes needed to construct meaning, namely the visual aspect. Visual aspect as the other mode beside language, that can be appear as colour (Kress & Leeuwen 2002).

Some researchers on advertising as a multimodal discourse, also reviewing the visual aspect as an aspect that is as important as the language aspects in delivering the message (Flergin, 2014) with the focus of research on the strategy of advertising the product, the meaning of implicative (Saz-Rubio 2018), the Metaphors in advertisements (Zhang, 2009), rhetorical strategies (Ile-ife 2006), visual components (Fung & Ho 2020)

and implicit messages in advertisements (Puntoni et al. 2018). In addition, multimodal discourse is also examined with a pragmatic approach that study identity construction (Saz-Rubio 2018).

In a multimodal discourse, a discourse has a semiotic system that complements each other from one component to another so that it can eventually become an effective communication tool. So, in a multimodal discourse, it can also see the system-to-system of advertising discourse (Oyebode & Unuabobah 2013) . Multimodal discourse is also examined from a semiotic perspective (Najafian & Dabaghi 1991; Laura Hidalgo Downing, 2000; Search & Search, 2018). In this study, researchers generally saw the relationship between the modes of one with other modes.

Construction of meanings produced by billboard advertisements as well as forming a representation (Li & Xu, 2011). The media acts as the agent responsible for the construction of meaning in advertising through the use of language and helps strengthen and perpetuate the structure of power by producing images and ideal identities that lie in existing social relations (Journal et al. 2018; Najafian & Dabaghi 1991).

2. Concept of Urban Lifestyle

Urban space is produced not only materially and geographically, but also in social imagination and through changes in modes of cultural representation (Greenbeg 2000). Greenbeg (2000) mentions the term 'urban imaginary', a series of coherent representations, based on history drawn from architecture and urban road plans, art produced by its inhabitants, and pictures and discourses about cities as seen, heard, or read films, in television, in magazines, and other forms of mass media. Because according to him the city is divided along class lines, race, ethnicity and gender, there will be a number of urban "imaginators" who live side by side and compete with one another to compete. Some studies discuss that urban life is no longer homogeneous. In fact there is real plurality and fragmentation in terms of lifestyle, with tension arising from the shared existence of various contested identities (Groth 2005). However, some scholars still consider that lifestyle becomes more homogeneous in an increasingly modern world (Keith & Griffiths 2013) .

The study of lifestyle concepts comes from market research and consumer behavior. Wei (2006) concludes from various writings that lifestyle includes four dimensions: (1) activities - individual consumption behavior; (2) interests — consumer preferences for work, recreation, fashion, and food; (3) opinions - views and feelings about local, world, economic and social problems; (4) demographics — socio-economic characteristics of consumers. Lifestyle also determines how we consume things. (Wei, 2006) For example, examines how lifestyles shape the consumption patterns of new media technology in China. The meaning of urban lifestyle, according to Zukin (1998) continues to change from a fairly stable social status prerogative (by Weber in 1946) to an aggressive pursuit of cultural capital (Bourdieu, 1984). Attention to urban lifestyles

has led to new consumption spaces, such as nouvelle cuisine restaurants, boutiques, art galleries, and coffee bars (Zukin 1998). It also produced a complex new retail strategy, combining advertising, sales, real estate development and entertainment. Finally, attention to urban lifestyles on the part of the city government has led to strategies that are 'aesthetic', or focus on visual consumption, public space - although this is accompanied by increased private group control 'over certain public spaces (Zukin 1998). A prime example of a city imaging media according to Greenbeg (2000) is an urban lifestyle magazine, a consumer magazine that combines the identity and consumption habits of their readers with a "lifestyle" branded in a particular metropolitan area.

Studies that focused on urban lifestyle also studied a lot of the negative impacts generated by lifestyles. Most of them lead to explanations of health effects such as obesity (Hou 2008; Ojiambo, 2015) and hypertension (Hou 2008). Because it is often considered 'problematic', the literature surrounding urban lifestyle also raises many questions about how to create a sustainable lifestyle (sustainable urban lifestyle). This means a lifestyle that is environmentally friendly and in line with the livelihoods of the community (Guterstam (1997) in D. Brune, D.V. Chapman, M.D. Gwynne, n.d.); Heinonen J & Junnila, 2011; Hway-Boon, 2018; W, 2017). In addition, some scholars undertake comparative studies. For example between the lifestyles of urban and rural communities, Hou (2008) writes that the lifestyle variables of urban adults who are larger than rural are alcohol consumption and low heavy work activities. Ojiambo (2015) also compared the prevalence of obesity between urban communities and traditional African rural communities whose lifestyles are far different. Research that focused at urban lifestyles from the language of advertising, has never been done. To fill this gap, this research is important to do.

3. RESEARCH METHOD

This research is qualitative by using a multimodal discourse analysis approach. As multimodal discourse analysis, more than one mode is studied in this research. The analysis is based on verbal and visual data contained in billboard advertisements in Yogyakarta. Verbal aspect data in the form of linguistic units in the form of words, phrases, clauses and visual aspect data in the form of images, colors and shapes contained in advertisements. The advertisement chosen as the source of this research data is the advertisement found in Yogyakarta especially along the city streets. Jalan Kaliurang was chosen because based on the pre-observation conducted, many billboards were found. Jalan Kaliurang is one of along streets in Yogyakarta. Furthermore, Jalan Kaliurang is crowded street that always be passed by public, especially students. It happens because in this street, there are two colleges and public markets in Jalan Kaliurang.

Not all of advertisements that were found in Jalan Kaliurang were collected as data in this research. Researchers also limit the types of ads chosen, namely fashion, food, and property ads. The selection of these three ad groups is based on argumentation of Noviani (2002) in her book states that in consumer society, material objects produced for consumption are not limited to meet primary needs (clothing, food and shelter). Prestige, honor and position in social groups, are assumed to contribute to the realm of meeting primary needs. From these three categorizations of ads, lifestyle can be seen.

In this study, data collection was done by observation and documentation. First step, observation was conducted in Jalan Kaliurang, to observe the billboard advertisements that include of fashion, food and property ads. Beside, observations also were made along the way to find patterns of billboard advertising, such as space utilization and duration of ad serving. Then, second step is by doing documentation. Documentation is done through a visual record using the camera of each targeted billboard by paying attention to the clarity of color, text and style of advertisements.

Furthermore, the documented data is sorted and classified into two data categories, they are verbal data and visual data. The data analysis of this research will be carried out with the social semiotic analysis method which will be applied in accordance with the existing problem formulation. Based on existing problems, data analysis in this study was carried out in 3 (three) stages. First, an analysis of linguistic forms was conducted by sorting out the lexical and grammatical elements of billboard advertisements that reflect lifestyle. Analysis of linguistic forms related to word selection and clauses in advertisements. Second, based on the multimodal phenomenon in billboard advertising, the analysis is done by interpreting the meaning that is built from the verbal and visual aspects contained in the advertisement. This analysis will describe lifestyle messages conveyed through the verbal and visual aspects of advertising. Third, an analysis was carried out which revealed the power and ideological relationships contained in billboard advertisements.

4. RESULTS AND DISCUSSIONS
RESULT
1. LANGUAGE USED IN BILLBOARD ADVERTISEMENTS

From the data, it found that there are two categories of language used in billboard advertisements. They are the use of foreign language and the use of code mixing.

1.1 Use of Foreign Language

Based on available data, it was found that billboard advertisements in Yogyakarta using foreign languages. Foreign languages are used not only for certain words that are not found in Indonesian, but also for all words in billboard advertisements. For example, from all observed data, the culinary advertisement "Parsley" in each version uses a foreign language, namely English.

The whole language unit in the ad uses English, for example:

Figure 1: Parsley Advertisement
Source: author, photo was taken in Jalan Kaliurang KM 5,5 Yogyakarta.

Parsley [Merk produk & Nama Restoran]
Bakery & Resto [Toko Roti & Restoran]
EATPARSLEY [Makan Parsley]
EATFRESH [Makan makanan yang segar/baru]
EATSMART [Makan Pintar]

The foreign language contained in the billboard ad includes not only the name of the product or product brand, but also on the slogan made by the manufacturer to advertise its product. Not only in the food advertisement above, the use of foreign languages (English) in billboard advertisements, also found in property advertisements in Yogyakarta, as the following example:

Figure 2: Indekostour Advertisement

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Source: author, photo was taken in Jalan Kaliurang KM 6,5 Yogyakarta

The advertisement above is property ads such "kost" or rent room. Foreign language that used in this advertisement is English. English is used in the name of product, explanation of price, and other information about product. In context, the two advertisements before are found in the city of Yogyakarta, whose population is predominantly Indonesian, especially the Javanese. However, as if to deny this, the content of the advertisement uses English which is a foreign language for Indonesian people.

1.2 The use of Code Mixing

Besides using foreign language, characteristic of language in advertising also can be seen in mixing code. Code mixing is a term to refer to mixing the use of two or more languages and also mixing several variations of one variety (Mahata et al. 2020; Kumar 2017; Sharma & Sharma 2020) . There are two kinds of code mixing (Hyme 1974), namely inner code-mixing and outer code-mixing. The phenomenon of code mixing in billboard advertisements in Yogyakarta includes both. Inner code-mixing that occurs in billboard advertisements in Yogyakarta that is sourced from the original language of Indonesia with a variety of formal and informal languages. While the outer code mixing that occurs is mixing code with the dominant language of Indonesian with a foreign language, English. The form of code mixing that occurs in billboard advertisements, at the level of word insertion and phrase typing.

Figure 3: #wkwk Advertisement
Source: author, photo was taken in Jalan Kaliurang KM 8,5 Yogyakarta

In the example of the data above, the mixed code that occurs is mixed code out, namely Indonesian as the dominant language and English as the mixed language. Mix the code contained in the ad, showing the slogan of the product being advertised (Don't worry be #wkwk), promotion of the product (Get Disc. Up to 70%), and contact the

seller (Contact Us; Call Center). Mix the code inside, and at the same time mix the code outside. That is, in addition to using foreign languages, informal language variations are also used in advertisements as in the following sample data:

Figure 4: Cushy Cheese Advertisement
Source: author, photo was taken in Jalan Kaliurang KM. 4,5 Yogyakarta

Mix the foreign language code in the sample data above contained in the product naming (Jogja Cushy Cheese) and the slogan for the product (it's time to cheese with Ria Ricis). Insertion of foreign languages at the word level, also found in the data above. This is indicated by the use of the word cake (kue) and soft (lembut) in the sentence [the cake nya soft banget].

In addition, beside mixing foreign language, the data shows that in language of advertisement also happen mixed informal variations. Mixed informal variations are characterized by the use of non-standard words such as "ortu" (short for "orang tua" parents), aja (non-standard form of "saja"), banget (non-standard forms of "sangat"), bikin (non-standard forms of the word "membuat"), and nagih (non-standard form of the word "ketagihan"). Construction of informal variation is simpler and relaxes than formal variation. Non-standard words can be construct by abbreviate word (*ortu*), omission the alphabet (*aja*), and using other words but still have same meaning (*banget, bikin*).

2. VISUALIZATION IN BILLBOARD ADVERTISEMENTS

Visualizations shown by advertisements can be in the form of colors, shapes and images. In culinary advertisements, the visuals highlighted are food products that non local product. The data shows the picture of pizza and steak that are not Indonesian foods. Visualization whose appearance shows a global looks and taste (see figure 1). The food image that is displayed along with the use of language in the advertisement is

in the form of an international food concept. Likewise, the visualization depicted in billboard advertising property and fashion. As display below:

Figure 5: Apartment Ads
Source: author, photo was taken in Jalan Kaliurang KM 6

Based on the sample data above, the visualization shown by the image is a new city building construction in the center of Yogyakarta City. The lights and towering buildings depict the luxury built by advertisements. The advertisement also presents the girls with student or working style, holds the paper and sling bag, that happy face with smile. The superiority of product always present bigger in attractive color. In this ad, price of product is presented in bigger font and red colour as a background.

DISCUSSION / ANALYSIS
1. Language of The Urban Lifestyle In Billboards

One mode that conveys the message to the target ad in billboard ads is the linguistic aspect. The language of advertising in billboards, does not just happen. The language of advertising is designed in such a way as to attract attention and make an impression on the advertising consumer community. Creation of linguistic aspects in advertising is inseparable from certain interests. Thus, the message conveyed in billboard advertisements is also based on the particular interests of ad producers.

The aspect of language used in advertising discourse is related to something that happens outside the language with what is happening and the world conditions and social processes which are bound by language. The development of social conditions increasingly influenced by modernization also took place in the language of advertising. Through the language of advertising in billboards, messages of modernity are conveyed by ad producers (Najafian & Dabaghi 1991; Lee, 2006) both in culinary, fashion and property advertisements. Culinary, fashion, and property which are primary human needs, not only serve as the fulfillment of community needs. However, in these three types of needs are often wrapped with prestige, a higher taste value and show prestige through the language of the advertisement displayed. The message of modernity in the use of advertising languages can be seen from the use of foreign languages (Lee 2006; Micu & Coulter, 2010; Wenzhong & Jingyi, 2013; Homiks, 2015; Nederstigt &

Hilberink-Schulpen, 2018) and code mixing (Ahn et al. 2017; States 2011; Zhiganova, 2016) .

Foreign language is used massively in some advertisements in Indonesia. In fact, when viewed from the lingual unit (words) used, those words still have an equivalent meaning in Indonesian. It mean that the using of foreign language not because it cannot find the suitable word in Indonesian. However, English is used in these advertisements for certain purposes and interests. Hegemony in using foreign language in advertisement grows rapidly. When advertising billboards use a foreign language (English), then what the advertisements want to communicate is the global lifestyle. In line with that, billboard advertisements are presented by targeting certain classes. Therefore, the content presented in billboard advertisements is adapted to the way of life or lifestyle of the target class of society. In other words, the use of English in billboard advertisements targets educated classes (Liyana 2018) and upper middle class.

The advertisers of the product offer the modernity to achieve global lifestyle. English, as foreign language and international language, is language that has high status than other languages. Not only for Indonesian people, but also for other country (Wenzhong & Jingyi 2013; Cao & Wei 2019; Yomiuri, 2004; Price 2019) using English in daily life give more prestige than using local language. When the advertiser uses English in promotion,   the product will seem more internationalism than others.

Besides using foreign language, characteristic of language in advertising also can be seen in mixing code. Code mixing is a term to refer to mixing the use of two or more languages and also mixing several variations of one variety (Mahata et al. 2020; Kumar 2017; Sharma & Sharma 2020). English commonly used in the billboard ad (as mention in result), to show higher prestige so that the product is considered more modern. Using the code-mixing of English in billboard advertisement is one of effort to construct the modernity in society. The use of foreign languages in product naming aims to attract the attention of consumers so that products appear to have a higher selling value. Foreign languages in naming products, also shows as if the product advertised is an international product or has an international taste. In this case, consumers will feel more prestigious when using these products.

The big question in this phenomenon is why should advertiser mix the code in advertisement? For lower middle class, maybe it is not a problem. But for upper middle class, using foreign language is positive image. Using foreign language is seen as modern life that can be symbol of pride. Using language in advertisement also consider the market taste. Based on the data, code mixing also present by using informal variation.   Advertisements that use informal variation are intended for adolescents. Judging from the use of the word in informal variations in the ad, this variation is a variation commonly used by adolescents in urban areas. The use of this variation in advertising aims to target teen consumers in urban communities.

Mixing foreign language codes and informal variations in billboard advertisements carries a message of modernity that not only reflects a modern ideal of life, but also constructs people to be consumers lifestyle. Advertising has become a medium with the power of modern lifestyle transfers to urban communities. Society is not only dealing with the symbols of modernity represented through foreign languages and variations in informal variety, but also social interaction systems based on advertising symbols.

2. Visualization of Advertising as Messengers of Urban Lifestyle

In multimodal discourse, (Gunther Kress & Leeuwen, 2001) said that language is not the only mode that can build meaning. Other social products in billboard advertisements can also construct meanings, such as layouts, colors, images and shapes. The urban lifestyle is also shown by the visualization contained in billboard advertisements. Visualizations shown by advertisements can be in visual product and visual starring of ad. The study has shown that ads produsen has creatively in using various semiotic modes to persuade consumers. In visualization of advertisement, the presentation of superiority, tagline, price and slogan always appear bigger with attractive colour.

A framework for the analysis of multimodality dealing with terms interpersonal, textual and experiential. In multimodality concept, the combination of various semiotic modes like visual product and visual starring ads can create interpersonal meaning between participant and public (Kress & Leeuwen 2001). Interaction between participant and public is realized by eye contact that has function as demand (see figure 5). In addition, interaction between participant and public also realized by smiling face that shown happy face. Indirectly, the advertisement has constructed definition of happy. Happy is when someone can life in luxury apartment. This is fake reality that constructed by visualization of this advertisement.

Ads tend to manipulate consumer by exaggerating and promising as if all consumer issues and needs will be resolved simply by obtaining a product. From the visualization, what the advertisers are targeting is the middle class and upper middle class. This confirms that what is imaged by billboard ads is an urban lifestyle that is modern in nature and globalized. Image construction in advertising is built using social class strata symbols, popular cultural symbols that are featured, for example luxury, freedom, quality, flavor, convenience, enjoyment, actualization and other popular cultural symbols. This supports modes of language aspects which also show the same thing.

3. The Meaning of Urban Lifestyle in Billboards Advertising.

Advertisement is not only selling the product but also can delivery ideology that can change the mindset of society, through language choice and the way it deliver. As stated earlier, the two modes contained in billboard advertisements, both linguistic and

visual aspects, build meaning that is relevant and mutually supportive of one another. Both modes are based on certain ideologies not taken for granted. Ideology and power greatly influence the presence of modes displayed in advertisements (Udasmoro 2018; Ag & Lang, 2018a; Bristor et al., 2018; Lynch, 2018a, 2018b; Najafian & Dabaghi, 1991; Vahid, 2012)

According to (Thomson, 1984), so-called ideology is the dominant ideology that is present by being marked by symbolic forms used by those who have the power to establish and maintain an asymmetrical relationship of dominance. In advertising, the inculcation of ideology is not carried out clearly and explicitly, but it is done in plain view through the use of symbols in advertisements (Najafian & Dabaghi 1991). Reading billboard advertisements in urban society, the ideology of globalization is the dominant ideology used in advertising.

Advertisings present a lifestyle by subtly embedding the essential meaning of self-image in appearance in front of the public. Advertising also affect the taste choices that people make, especially when engaging in social relations and relationships with others or other society. Advertising is expected to change a person's behavior through the image created and displayed. The globality displayed by the advertisement indirectly changes the behavior of the community into a global society. Advertising creates rationalities that fulfilling desires is something that is happy so that it justifies the attitude of someone not to love spending his money to fulfill his desires. In other words, advertising has been able to shift the attitude of life-saving and simple (Noviani 2002).

Through the use of language and visuals in billboards, the lifestyles of urban communities are constructed in such a way as to present an ideal lifestyle as expected by the public. The ideal value built in billboard advertisements is used to create false awareness for the community as consumers. Thus, billboard advertising is able to form new social structures and classes in society.

5. CONCLUSION

The development of billboard ads in Yogyakarta is happening very rapidly along with the development of technology and globalization. The language of advertising on billboards helps to construct the lifestyle of modernity in urban communities in Yogyakarta. Modernity is present in the language of advertising characterized by the use of foreign languages and the massive mix of codes in culinary, fashion and property advertising.

However, as a multi-modality discourse, linguistic aspects are not the only mode that gives or carries messages and meanings. Luxury, taste, convenience, actualization and symbols of popular culture which are shown by visual aspects in billboard advertising, also carry the message and meaning of globality and modernity. The visual and language modes in billboard advertisements do not just appear but instead have the interests and ideology of globality that constructs urban lifestyles in Yogyakarta. Both

of these modes, helped structure the community in new classes both vertically and horizontally.

This study shows that social categories in society, such as class, gender, age, are forms of language that appear in billboard advertisements. Advertising does not merely provide information about the ideal type of life of modern society, but also directly builds social categories that have implications for the presence of a "marker of identity" in society. Lifestyle thus has implications not only for group categorization, but also for social rankings that differ in lifestyle as well as statements of social hierarchy.

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