Effectiveness of linguistic features for attracting audience: A study of coworking space websites' headlines

Maulidina Marlita Firdausi*, Nurenzia Yannuar, Yazid Basthomi

Universitas Negeri Malang, Indonesia

The emergence of coworking spaces have disrupted conventional working lifestyle and built a new trend: shared office space which highlights community-based services. Our paper looks at how this new business promotes their service through advertising language in online media. Advertising language in previous studies have mainly focused on slogans found in printed advertisements, but we focus on headlines in internet advertisements, particularly websites. The headlines were analyzed descriptively using linguistic feature theories in four levels: phonological, lexical, syntactic, and semantic levels. The analysis discusses the linguistic features used in the coworking spaces' home page, the use of the linguistic features in the content, and the effectiveness in attracting readers. Data of the study include 59 selected websites from a total of 185 Indonesian coworking spaces, and interviews with three people involved in the industry. Results of the study show that headlines in coworking space websites prominently use alliteration, noun phrases, and hyperbole. Unlike headlines of printed media, digital media has to comply with search engine optimization (SEO) guidelines so that search engines will index the website properly.

Keywords: coworking space, linguistic features, website, headline

INTRODUCTION

The new generation of workers develops a new workplace phenomenon—coworking spaces. It disrupts the concept of 9-to-5 office cubicles and accommodates the digitized economy. The coworking space industry grew internationally by more than 1,000% in a decade as in 2008 there were only 160 coworking spaces worldwide, and the quantity jumped to 18,700 in 2018. This new working lifestyle trend, which in Indonesia rapidly increased 400%, answers the challenge of growing start-ups (Bisnis.com, 2018). Furthermore, the Indonesian Ministry of Communication and Information has initiated the 1,000 startups movement, and coworking spaces support that ambitious plan by providing three elements: community, collaboration, and connectivity for start-ups and small or medium enterprises (Viska, 2016).

The consumer market is saturated with brands and companies that take up consumers' attention every day. In fact, there are more than 62 million small and medium- sized enterprises in Indonesia (Tirta & Sarli, 2021). To stand out from the crowd, businesses need to have unique selling points (Miller & Henthorne, 2006) and creative techniques to deliver them. This way, advertising language comes into place because its major function is to persuade people to purchase a product or service and attract attention (Vasiloaia, 2009).

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In marketing, advertising language can be found in an advertising writing also named as copy (Wells et al., 2006). It contains display copy, all elements that readers see like type sizes and designs, and body copy, the text that is designed to be read and concentrated on, including headlines and paragraphs underneath.

Grey (2008) notes the advertising language frequently applies several linguistic features like semantic features, containing hyperbole, neologism, and others, and some syntactic features, such as long or short sentences, present tense, and ambiguity. Studies on linguistic features of utterances and slogans have shown that advertising language is simple by using a short phrase and common words (Anwar, 2015; Dubovičienė & Skorupa, 2014; Skorupa & Dubovičienė, 2015; Khan, 2014; Skračić & Kosović, 2016). This relates to what Wells et al. (2006)'s opinion that ad copy must be simple, by using short, familiar words, and short sentences. If copywriters need to apply technical term, it should be defined immediately. Other than simplicity, Wells et al. (2006) also emphasize features of good advertising writing: specific, concise, conversational, and personal and informal.

Talking about the industries and media used in most previous studies, they focused on tourism (Pratiwi et al., 2019; Suryasa, 2016), while others' focal points were on the food industry (Niken et al., 2013) found in commercial and printed media. The categorizations of linguistic analysis that were frequently applied by the researchers were about semantic, phonological, and lexical features. Furthermore, Anwar (2015) and Khan (2014) mainly discuss wordplay in their studies, and Suryasa (2016) talks about figurative languages only. Since advertising language aims to persuade people, their analysis resulted that the brands used catchy and memorable phrases, also figurative languages with pun and metaphor are the most used in slogans. To make the viewers easily remember the slogans, the marketers also rely on sound techniques, specifically rhyme and alliteration. They often employ informal and spoken language because those involve a familiarity and relaxed relationship between the addresser and addressee.

While previous studies mainly discuss advertisements on commercials and printed media, including brochures and magazines, limited attention was paid to digital media, like websites. Today, digital channels have become an important factor in people's buying journey. Chevalier (2021) shows 48% of consumers worldwide rely on search engines to start looking for products. By creating a website, a business can build its online presence and increase the chance to be found by customers. Furthermore, one of the significant website elements is a headline. Arens et al. (2008) explain that a headline is the words that will be read first and is placed to draw the most attention. A headline also plays an important role in presenting the complete selling idea. The study shows, on average, people read a headline three to five times as much as they read the body copy, so if the advertisers cannot sell in the headline, they are wasting money.

Therefore, we are interested to conduct this study about the headlines found in coworking spaces' websites. In this study, we also incorporated member checking by interviewing three people in the related industries to understand the impact of headlines with linguistic features on readers and avoiding speculative findings. This study aims to answer the following research questions: (1) What are the linguistic features used in coworking spaces headlines on the selected websites? (2) How do the linguistic features appear in the headlines? (3) How effective are the linguistic features in attracting readers?

METHODS

There are two data sources in this research: coworking space websites and interviews. The first data source contains 59 selected Indonesia-based coworking spaces websites found on www.coworker.com. The idea of this website is similar to Traveloka or Tiket.com, platforms where we can prearrange hotels, flight tickets, or other traveling-related, but the website here provides coworking spaces reservations. Coworker was selected because it has larger numbers of registered coworking spaces than other sites like regus.co.id. It has collected 14.000+ coworking spaces data in 172 countries around the world.

We first collected 185 coworking spaces in Indonesia (as of February 2021) found in Coworker. We made sure that the selected coworking spaces must have a website and its headline by checking on the search engine one by one. The website must be in English or has an English option on the website. From the list, we found 59 coworking spaces that met the criteria. Following related research in headlines (Develotte & Rechniewski, 2001), all the listed headlines also need to be considerably short and represent the product, coworking space. Next, we took notes on the headline of each website and categorized them into different language features.

The second source of data is from interviews. It aims to answer the third question on how effective the linguistic features are in attracting readers. The interviewees are a convenient sampling consisting of a copywriter (Doddy Dwi Wahyuwono), a coworking staff (Ani Wulansari), and a coworking space member (Dayinta Annisa Syaiful) in the hope of obtaining well-rounded opinions about the attractiveness of the selected coworking space headlines.

Each of the interviewees has a different role in expanding the perspective. The coworking space member described the characteristics of coworking spaces that encourage her to become a member. Meanwhile, the coworking space staff added information about the values of a coworking space in relation to the most-used words in the lexical level. The copywriter was asked to give opinions about the criteria of a good headline. In addition, all of the interviewees were asked about their opinions related to several headlines with the most frequent and least used linguistic features in each level.

We use descriptive analysis to describe the facts and characteristics of an area of interest and discover relationships between selected variables (Dulock, 1993) ⬜ in

this case coworking spaces' headlines. We also analyze the variables quantitatively using frequencies and percentages to determine relationships and involve interviews to gain a deeper understanding of the field.

To obtain quality research, we started the data analysis process by identifying the words, phrases, and sentences used in those headlines. After that, we grouped them into each language feature according to four levels we previously mentioned, which are phonological, lexical, syntactic, and semantic levels. We then counted the linguistics features that appear in the headlines and put them in percentage. The quantitative data are presented in the form of tables.

The next step of the analysis is validation. We applied member checking by interviewing the three people related to the industry. Member checking has been used in qualitative research as a quality control process (Harper & Cole, 2012). Creswell (2007) says, in this method, the researcher will collect participants' views of the findings and interpretations, so they can judge the credibility and accuracy. Furthermore, we use interviews to eliminate a research bias and explore the use of the language of the coworking spaces headlines through their perspectives.

The two interviews were conducted via call because it helps concentrate on the people's voice and what their emphases are, rather than face-to-face communication (Ward et al., 2015). Moreover, call interviews can easily fit people's schedules as they can move around while still talking (Ramachandran, 2021) and reduce Zoom fatigue. However, one person preferred doing it via an online video conference on Google Meet because she did not want to hold a phone. After doing the interview, we related the outcome to our findings and analysis, and then drew a conclusion based on the interview and data.

RESULTS AND DISCUSSION

Coworking Space

Coworking spaces are a shared working environment. According to Bouncken and Reuschl (2018), this kind of workplace provides office and social areas for temporary or long-term use based on availability. The membership is flexible as it can be reserved on a monthly or daily basis, or even for a few hours. Coworking spaces highlight the community interaction and resource sharing among their users as they, particularly entrepreneurs, highly value external knowledge and innovation (Capdevila, 2014). Moreover, it supports a tense 'start-up lifestyle', a place for a project-based job, and continuous social networks to create fresh projects and contacts.

Furthermore, the users of coworking spaces might search not only for professional work, even though it has the term 'work', but also the leisure and social-cultural desires (Bouncken & Reuschl, 2018). They try to combine the social and economic targets, or also mentioned as work-life balance, to enhance their creativity. It completely supports nomadism for the creative sector specifically and freelancers

as coworking spaces offer a location-independent style of working and living. The coworking environments blur the boundary between leisure and work.

With the remote working trends during the Covid-19 pandemic, (Mungkasa, 2020), the city planner of the Indonesian Ministry of National Development Planning, predicts that there will be a growth in the number of remote workers. He believes that the concept of telecommuting or flexible working will be our new normal, particularly when the pandemic might happen for a quite long time. This mobile work will not only take place at home – in association with the term 'working from home (WFH)'– but also in telework centers, of which coworking spaces can be one of them.

Linguistic Features

Linguistic features are classified into several levels: phonological, lexical, syntactic, and semantic levels. Dubovičienė and Skorupa (2014) note that rhetorical devices on phonological level give mnemonic effects that can help people recall words or phrases in advertisements easily. Thus, this level frequently appears in jingles, slogans, and headlines. The phonological level emphasizes on parallelism includes the use of rhyme, alliteration, and assonance. Alliteration is "a figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated" (Cuddon & Preston, 1998). A prominent example of this device is Toyota's slogan Today, Tomorrow, Toyota. Assonance is the repetition of similar vowel sounds that are closely together, for example See what we mean by Canon. Meanwhile, rhyme is the repetition of end-sounds. This is the opposite of alliteration. An example of rhyme is Thomas Cook's slogan Don't just book it, Thomas Cook it.

Lexical features deal with the diction used, including repetition, familiar language, and other items (Niken et al., 2013). Pronouns, coined words, numerals, adjectives, and verbs are classified into the lexical level. According to Niken et al. (2013), the syntactic level is another prime feature of advertising language style besides lexical level. Syntactic features deal with grammatical properties such as short or long sentences, noun phrases, incomplete sentences, the use of imperative, syntactic parallelism, ambiguity, etc. Some scholars (Dubovičienė & Skorupa, 2014) also put tense, questions, imperative sentences, phrases, idioms, and sentences in this level. Semantic level refers to metonymy, metaphor, simile, personification, and other figurative languages. Based on Leech (1972), figurative language is suitable for slogans and headlines since it gives a memorable and prominent quality.

Phonological Level

Table 1 provides data description of phonological level in coworking space headlines. According to Table 1, this feature appears to be most frequent in coworking space headlines with 85.7% of sound-patterning headlines or 6 headlines. The following are examples of the alliteration: Community, Coworking, Coliving (Dojo Bali); Coolest Coworking Space in Bogor (Kolaborato); Coliving &

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Coworking Space in Bali (Bali Bustle). The only headline (14.3%) using a rhyme is Connect, Create, Collaborate (Concrete Coworking Space). Yet, there are no coworking space headlines found using assonance.

The fact of alliteration on the phonological level being the most-used feature is similar to previous studies. Dubovičienė and Skorupa (2014), Skračić & Kosović (2016), and Natkare, (2012) state alliteration is the phonological element that frequently appears in slogans than other types of devices, including rhymes and assonance.

Dubovičienė and Skorupa (2014) also agrees that assonance is hard to identify in advertising language and rarely happens, and none of coworking spaces uses this sound pattern.

TABLE 1 | Sound Patterning in Coworking Spaces Headlines

Sound Patterning	Frequency	Percentage	Example
Alliteration	6	85.7%	**Co**mmunity, **Co**working, **Co**living
Rhyme	1	14.3%	Conn**ect**, Crea**te**, Collabora**te**
Total	**7**	**100%**	

Lexical Level

To classify words used in the headlines, we use eight categories: Work (Noun), Work (Verb), Coworking, Space, Community, Business, Life, and Name of the coworking space itself. It aims to understand the kinds of words that the copywriter emphasizes when creating headlines for coworking spaces, whether it is the value of the product (in Community, Business, Life, and Work categories) or the product itself which is represented by the categories Coworking, Space, and Name of the coworking space itself.

In Table 2, the Space category appears to be the most-used words (27.9%), then it is followed by Community (17.6%) and Life (24.7%) categories. Moreover, the least popular category for coworking spaces' headlines is Work and Coworking with only 4.4% each. This indicates that the coworking spaces' copywriters choose to highlight the product "a coworking space" as a place or office rather than the benefits it holds, such as networking and work-life balance.

Community also appears to be one of the highlighted categories on coworking space headlines. It is similar to what Ani Wulansari, coworking space staff from CoHive, explains. She says member engagement is one of the significant features of coworking spaces. In CoHive, particularly, they hold events collaborating with the members to strengthen the social network between them and promote the idea of continuous learning. Those events can be seminars or products launches and often invite people outside the coworking space members. Also, the coworking space regularly gathers feedback from the members to understand what they need and tweak the facilities or regulations. As their target market and members are still in their 20s and 30s with a role as startup founders and freelancers, they still strive to learn about the industry and network with other people.

There are also superlative and comparative degrees in this level. The 59 coworking space headlines use three comparative words: healthier, better (2), and more productive. Meanwhile, there are two superlative words: best (2) and coolest. In this level, it is also worth mentioning that six out of 59 coworking spaces use headlines related to their brand names. Welcome to Soma Co-Working and Cafe (Soma Co-Working Cafe) and We Are Eduplex (EduPlex) even mention their names on the headline. Meanwhile, three coworking spaces creatively implement relevant words to their names. For example, Kembali's headline is Welcome to Ke{M}Bali, which refers to its location and asks the website visitors to go to Bali ('ke Bali' in Indonesian). The word 'Kembali'' also relates to the brand name, which is translated into 'coming back' in Indonesian. Another example relating to the coworking space is Greenhouse's A Healthier Way to Work to represent their space that has plenty of plants. Next is Reinventing Work as a full form of the coworking space name, Rework.

With the huge popularity of social media channels like Instagram, two coworking spaces also use hashtags (#) on their headlines. They are #coworkingonthebeach (Genius Cafe Sanur) and #districtcanggu (district canggu). According to Buarki and Alkhateeb (2018), hashtags help the creators retrieve information as they develop relevancy and act as 'organizational tags' on online resources. The invented hashtags, made by a brand, also aim to catch user attention, follow trends, and encourage user-generated content.

TABLE 2 | Lexical Category in Coworking Spaces Headlines

Lexical category	The words used	Frequency	Percentage	Example
Work (Noun)	Work	3	4.4%	Reinventing **Work**
Work (Verb)	Work	9	13.4%	We **Work** Things Out

Coworking	Coworking, Coliving (2)	3	4.4%	Community, **Coworking**, **Coliving**
Space	Spaces, Space (3), Coworking Space (5) Office Space (3), Office, Workplace, Workspace (2), Workspaces, Place, Hub	19	27.9%	The Future of **Office Space**
Community	Communities (2), Community (3), Collaborate (3), Collaboration, Collaborative, Connect, Network	12	17.6%	Connecting You, Connecting **Communities**
Business	Business (5), Entrepreneurs	6	8.8%	Smart Way to do **Business**
Life	Life (2), Love, Peace, Happiness, Health, Work-life balance, Live, Productive, Enjoy, Play	10	14.7%	**Work-life** balance starts here
Name of the coworking space itself	Soma Co-working and Café, Ke{M}Bali, Eduplex, #districtcanggu, 88Office, Collective Space	6	8.8%	Welcome to **Soma Co-Working and Cafe**
Total		**68**	**100%**	

Syntactic Level

In Table 3, there are 60 linguistic features out of 59 coworking space headlines, consisting of the verb phrases, noun phrases, imperative sentences, short sentences, and syntactic parallelism. The frequency exceeds the total of coworking spaces because one headline uses two sentences: Work Is Changing. Seize The Opportunity (GoWork).

The most-used feature is noun phrases with 22 headlines (36.7%). Some of the examples are A Healthier Way to Work (Greenhouse), A New Way of Working (Hubud), and Your Casual Workspace Solution (Epica Lifestyle Offices). These headlines use nouns (Way and Solution) as the head, and other words as the modifier and infinitive (to Work).

Then, there are imperative sentences with 23.3%. The examples include Work Better (Vamonos), Shape the way you work. (SUB Co), and Let's collaborate with us! (WU HUB). They are formed by the bare infinitive form of the verb and understood as being the second person 'you' although the word is omitted. Syntactic parallelism (20%), a repetition of grammatical elements, appears in the third place. Some of the headlines using this feature are Connect, Create, Collaborate (Concrete Coworking Space) and Create, Collaborate, Exhibit (Genesis Creative Space), and Collective, Connectivity, Collaboration (Ngalup Coworking Space).

At this level, almost all of the headlines use present tense, except Gowork's that applies present continuous tense showing an ongoing condition and Genius Idea using past participle Born Genius Idea Here. The latter is grammatically incorrect since the word 'Born' is supposed to be 'Bring' (Bring Genius Ideas Here) or can be changed into Genius Ideas Were Born Here. In our opinion, the

creator might intend to say "Lahirkan Ide Jenius di Sini" in Indonesian, then roughly translate it into Born Genius Idea Here because the word 'Born' sounds more familiar.

With the noun phrases rank first on the frequency and syntactic repetitions appear last, it reflects what previous studies say. Skračić & Kosović (2016) claim the advertising text frequently does not contain any verb and noun phrases appear more often than verb phrases. Their findings on yachting slogans also show that syntactic parallelisms appear fewer than noun phrases, imperatives, even gerunds and adjectives. Niken et al. (2013) also second the result. They found noun phrases as the third most-used syntactic feature after present tense and short sentences, also there is no syntactic repetition in Magnum advertisements.

TABLE 3 | Syntactic Features in Coworking Spaces Headlines

Syntactic Features	Frequency	Percentage	Example
Verb phrase	1	1.7%	Reinventing Work
Noun phrase	22	36.7%	A place to grow and become the best version of yourself
Imperative sentence	14	23.3%	Live Your Dream
Short sentence	11	18.3%	We Are Eduplex
Syntactic parallelism	12	20%	Connect, Create, Collaborate
Total	**60**	**100%**	

Semantic Level

Table 4 shows that 12 headlines apply figurative languages. The most-used semantic feature is hyperbole with 50% of the headlines (6 headlines). It refers to exaggerated terms for emphasis purposes. Examples are First Choice For Global Workspace (CEO Suite), Design your best life (Outpost), and Coolest Coworking Space in Bogor (Kolaborato). It is followed by personification with four headlines (33.4%), including A Shared Office Space That Makes You Feel At Home (Connco), A coworking space designed to help you get things done (Conclave), and Meeting Point of Creativity (Joshua district). They only have an object, but it seems that it can do something like what humans do.

The results at the semantic level are quite similar to previous studies (Niken et al., 2013; Suryasa, 2016). In their research, hyperbole is the most apparent stylistic device in ads, which outnumbers other features, like euphemism, metaphor, and personification. There is a noticeable effect in the other two semantic features, metonymy and antithesis. Metonymy is a straight comparison when an object is called with another object because of the inherent relation of function (Taylor, 1981). Biliq Bali applies the word 'Paradise' to its headline Cowork in Paradise stands for Bali Island's well-known title: the paradise island. Similar to Skorupa & Dubovičienė's (2015) findings, they also rarely discovered this feature in their research on 110 slogans for commercial and social advertising campaigns. However, Myers (1994) said metonymy will be frequently found in a lot of ads, "where the product is associated with some person or surroundings." Antithesis is a rhetorical device with contrasting concepts sharpened by the use of opposite or noticeably different meanings (Cuddon & Preston, 1998). The coworking space that uses antithesis is Cradle Event & Co-working Space with Less Hassle, More Productive.

In conclusion, results on phonological, syntactic, and semantic levels on digital media's headlines are similar to printed advertisement in previous studies. We believe this happens because the process of producing copies on printed and digital media is quite the same. Doddy Dwi Wahyuwono, an Indonesian copywriter, explains that the process of creating copies, in any kinds of platforms such as emails, websites, and newspapers ads, include considering brand personality, taste or preference, and buyer persona, fictional characters representing a group of target markets with their special needs, except that copies on digital requires additional step which is considering SEO strategies. Therefore, as long as a headline meets those elements, it can be used for both platforms.

Furthermore, the traditional techniques are still applicable as they scientifically relate to fundamental human memory. For instance, Myers, (1994) describes that rhymes and structure parallels can make words memorable as they give familiarity and inevitability. Leech (1972) also mentions that rhymes make headlines and slogans look striking and easy to remember. Moreover, certain cues, like emotions, images, and sounds, can initiate the retrieval process (Surprenant & Neath, 2009). As a result, advertisers still apply these methods that have been known in the industry, such as involving certain sound patterns or emotions on their ads, to make their headlines catchy.

TABLE 4 | Semantic Features in Coworking Spaces Headlines

Semantic Features	Frequency	Presentage	Example
Hyperbole	6	50%	First Choice For Global Workplace
Metonymy	1	8.3%	Cowork in Paradise
Personification	4	33.4%	A Shared Office Space That Makes You Feel At Home
Antithesis	1	8.3%	Less Hassle, More Productive
Total	**12**	**100%**	

Headline

As a headline will be read first, it is no surprise that it often appears in larger typeface than other parts of the ad and is combined with interesting visuals. Many advertisers will create headlines as eye-catching as possible to lead the readers to continue reading the body copy. This is particularly true because, for example in the newspaper, people glance at the front-page headline to consider whether they will buy it or not. Therefore, writing a great home page headline is important because it is prominent to readers and becomes the key to convert them into a buyer.

Findings of the websites and interviews reveal that coworking space headlines have slight differences from previous studies that mostly focused on printed media. The key distinction of headlines in digital media is the use of search engine optimization (SEO). Applying SEO helps websites get indexed by search engines, rank higher on the search result page, and eventually attract traffic. According to Doddy Dwi Wahyuwono, some of the requirements are the number of characters used in the headlines, the right keywords, and where to place them.

In business websites, headlines do not stand alone. There are other elements supporting the explanation and optimization efforts, such as hook, call to action buttons, and product descriptions. They are also not the only things a copywriter must focus on. Every copywriter needs to consider the consistency of tone, diction, and character quantity. The more effective a copywriter uses words and phrases, the better the SEO quality will be. Shorter phrases, with the right messaging, give a more pleasant look on screens as the words do not occupy all of the space. This is similar to the traditional notion that short headlines with one line are the best and a second line is acceptable (Arens et al., 2008).

The Effectiveness of Linguistic Features in Coworking Space Headlines from Readers' Perspectives

During the interviews, we asked all of the interviewees to choose several headlines according to the least and most used features in coworking space headlines. Table 5 shows which headlines they choose.

They rarely pinpoint specific linguistic features on whether a headline sounds pleasing and forms sentence or phrase when they favor certain headlines. Only the coworking space member, Dayinta Annisa Syaiful, notices that Connecting You, Connecting Communities has a good rhyme. Two interviewees avoid choices of words that are not closely related to the values, which has a prominent semantic linguistic feature on it. For example, the word 'paradise' in Cowork in Paradise (Biliq Bali). They think that it exaggerates the 'playful' value of coworking spaces.

When we asked the reasons why they chose a certain headline, all of them refer to the features and values of coworking spaces, such as a sense of community and a fun working environment (see the lexical level on Table 3).

It heavily relates to the argument of Arens et al. (2008). They say that headlines should provide apparent and easy-to-grab benefits to the readers. Thus, readers can prioritize a certain facility or value and be aware of how the product or company works.

Each interviewee also perceives the headlines based on their existing knowledge. For instance, the copywriter chooses Work-life balance starts here (Hub Bali) because he recalls that the term 'work-life balance' is popular and Internet users are less likely to type the word 'work' alongside 'enjoy' or 'play' on HUB2U Coworking Space's headline We Work, We Play, We Enjoy. It also happens to coworking space staff choosing Less Hassle, More Productive (Cradle Event & Co-working Space). She relates coworking space members only need to bring their laptops to work in the area and do not think about cleaning service or pantry access, so they can focus on the work.

TABLE 5 | Interviewees' preferences of coworking space headlines

		Coworking Space Member (Dayinta Annisa Syaiful)	Copywriter (Doddy Dwi Wahyuwono)	Coworking Space Staff (Ani Wulansari)
Phonological Level	We Work, We Play, We Enjoy (Alliteration - Most Used)			V
	Work-life balance starts here (No rhetorical device)	V	V	
Lexical Level	Your Casual Workspace Solution (Space Category)			
	Connecting You, Connecting Communities (Community Category)	V	V	
	Find Your New Network, Office Space, and Community (Space and Community Category)			V
Syntactic Level	A New Way of Working (Noun Phrase - Most Used)	V		V
	Work Reinvented (Verb Phrase - Least Used)		V	

Still, there is a positive relation between the most used features with the number of interviewees choosing those headlines in syntactic, semantic, and lexical levels. Even though they directly connect the headlines and coworking space benefits, the copywriter and coworking space member mention that headlines with the most used linguistic features are catchy, like Connecting You, Connecting Communities and First Choice for Global Workspace. It proves that applying linguistic features on headlines can still be effective for memorability as Develotte and Rechniewski (2001) justify that strong headlines are formed by certain

linguistic features which make them unforgettable and effective. Yet, to attract readers, advertisers need to consider not only applying linguistic features but also including the facilities or unique selling points they have on their products.

By looking at their answers, we believe that their professional and educational backgrounds influence the way they notice headlines. For example, Doddy Dwi Wahyuwono has an English degree working as a copywriter and Dayinta Annisa Syaiful, a public health graduate, works as a social media manager. Both may be familiar with the way advertising language works.

Meanwhile, Ani Wulansari, a secretary diploma, works in CoHive in the member relation department. As a result, she may more focus on delivering benefits to the members in a practical way, like price and facilities, rather than think about the implicit meaning of headlines.

CONCLUSION

As the marketing trend is moving toward digital, it is essential to understand the way advertising language works in online media. Compared to slogans and utterances in previous studies, which focus on printed advertisement, headlines in digital media are more tricky since the creators need to adjust them with search engine optimization (SEO) guidelines.

As a part of the advertising language, the headlines show significant use of linguistic features at phonological, lexical, syntactic, and semantic levels. At the phonological level, alliteration becomes the most common device than rhyme and assonance. There are specific qualities in the lexical level as well. The dominant category is talking about spaces such as 'coworking space', 'workplace', and 'hub'. It is followed by words highlighting the community value of coworking spaces, like 'network' and 'collaboration.' Similar to previous studies, noun phrases appear to be the most used device at the syntactic level. At the semantic level, hyperbole has the highest frequency among other devices: metonymy, personification, and antithesis. Similar results may be affected by a similar ad creation process and traditional persuasion techniques that are still applicable.

Interviews with a coworking space staff and member and copywriter show that there is a positive connection between the most used linguistic features and their preferences. However, they always connect them with coworking space values or facilities. They were not concerned whether the headline sounds pleasant with certain devices. Based on the research interview, this study can be expanded to study other elements in a website. They include product descriptions and language consistency that may influence the audience more.

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