

**PERSUASIVE TECHNIQUES USED IN ADVERTISEMENTS  
AT INSTAGRAM**

**THESIS**

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**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

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**PERSUASIVE TECHNIQUES USED IN ADVERTISEMENTS AT  
INSTAGRAM**

**THESIS**

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang in partial fulfillment of the  
requirement for the degree of *Sarjana Sastra* (S.S)

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**ENGLISH LETTERS DEPARTMENT**

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## APPROVAL SHEET

This is to certify that Ayu Atikah Sari's thesis entitled *Persuasive Techniques Used in Advertisements at Instagram* has been approved by the thesis advisor for further approval by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S) in English Letters Department, Faculty of Humanities at Universitas Islam Negeri Maulana Malik Ibrahim Malang.

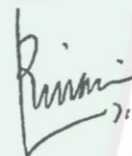
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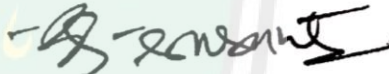
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### STATEMENT OF THESIS AUTHORSHIP

I state that this thesis entitled *Persuasive Techniques in Advertisements at Instagram* is truly my original work. It does not incorporate any material previously written or published by another author or writer except those indicated in quotations and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim from others.

Malang, 22 Juni 2018



*Atikah Sari*  
Atikah Sari



## MOTTO

**“Do Your Best, Learn and Try”**



## **DEDICATION**

This thesis is special dedicated to my beloved parents, Achmad Isnandar and  
Kastiyem and My beloved young brother, Muhammad Fachri Yahya



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Ayu Azikah Sari

## ABSTRACT

**Sari, Ayu Atikah.** 2018. *Persuasive Techniques Used in Advertisements at Instagram*. Thesis, English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Drs. H. Djoko Susanto, M.Ed., Ph.D.

**Key words:** Persuasive Technique, Advertisement, Instagram,

This study investigates persuasive techniques used in advertisements at *instagram* social media. In this era many of people that use *Instagram* social media for make a transaction. This data collected from three big product brands product of Indonesia; Oppo, Make Over, and Acer. The objects of this study are ten products from three advertisement brands. They sell the product use English language although many of people in Indonesia use Indonesia language.

This data uses descriptive qualitative research and Gorys Keraf's theory that explain about persuasive technique that use on advertisement. In Gorys Keraf's theory there are seven techniques that use in advertisement; rationalization, identification, suggestion, compensation, conformity, displacement, and projection. All of the data chosen from advertisement in *Instagram* described linguistically for information what technique that use on the advertisements.

The results of this study, that majority of techniques used in the advertisement at *Instagram* are rationalization and suggestion persuasive techniques. Because these techniques the language that used more attractive the consumers to buy the product. Basically, in advertising a product must use technique of language that can draw the attention from consumers.

## مستخلص البحث

ساري، أيو أتيكة. ٢٠١٨. أسلوب الحث المستخدم في إعلان إنستاغرام. البحث الجامعي. قسم الإنجليزية وأدبها، كلية الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: الدكتور الحاج جوكو سوسانتو الماجستير.

**كلمات أساسية: أسلوب الحث، إعلان، إنستاغرام.**

هذا البحث يبحث في أسلوب الحث المستخدم في إعلانات في وسيلة اجتماعية إنستاغرام. في هذا العصر، كثير من الناس يستخدمونها للقيام بالبيع. هذه البيانات مأخوذة من ثلاث علامة تجارية إنتاج كبير في إندونيسيا، هم أبو Oppo، ميك أوفر Make Over، وأسير Acer. موضوع البحث عشر إنتاجات من ثلاث علامة تجارية الإعلان. هم يبيعون إنتاجهم باللغة الإنجليزية مع أن هدفهم أكثر الأندونيسيون.

هذه البيانات مأخوذة بطريقة الوصفي الكيفي. النظرية المستخدمة نظرية غاريس كيراف Gorys Keraf عن أسلوب الحث المستخدم في إعلان الإنتاج. تشرح نظرية غاريس كيراف أن هناك سبعة أساليب في اللغة استخداما عند الإعلان، هم معقول، والإثبات، والإيحاء، والنقل، واللذة، والتغير، والإبراز. جميع الكلام من عشر بيانات المختارة من إنتاج الإعلان في إنستاغرام موصوف لغويا لنيل بيانات أي أسلوب الحث المستخدم في الإعلان.

نتيجة البحث أن أكثر الأسلوب المستخدمة في إعلانات الإنتاج في إنستاغرام أسلوب المعقول، والإيحاء. لأن بهذه الثلاث اللغة المستخدمة يجذب المشتري أكثر لشراء الإنتاج الذي يباع. في الأساس، عند إعلان الإنتاج لابد استخدام أسلوب اللغة الذي يستطيع جذب اهتمام المشتري.

## ABSTRAK

**Sari, Ayu Atikah.** 2018. *Teknik Persuasif yang digunakan pada Iklan di Instagram*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Drs.H. Djoko Susanto,M.Ed.,Ph.D.

**Kata kunci:** Teknik Persuasif, Iklan, Instagram,

Studi ini mengkaji tentang teknik persuasif yang digunakan pada iklan-iklan di sosial media instagram. Di era sekarang banyak orang menggunakan sosial media instagram untuk melakukan transaksi jual beli. Data ini diperoleh dari tiga brand produk besar di Indonesia yakni, Oppo, Make Over, dan Acer. Objek dari penelitian ini adalah 10 produk dari 3 brand iklan. Mereka menjual produknya menggunakan bahasa inggris meskipun target mereka kebanyakan orang yang menggunakan bahasa Indonesia.

Data ini diperoleh dengan metode deskriptif kualitatif dan teori Gorys Keraf yang menjelaskan tentang teknik persuasif yang digunakan dalam mengiklankan sebuah produk. Pada teori Gorys Keraf menjelaskan ada tujuh teknik dalam bahasa yang digunakan pada iklan,yaitu rasionalisasi, identifikasi, sugesti, perpindahan, konformitas, penggantian, dan proyeksi. 10 data terpilih dari produk iklan di instagram dideskripsikan secara linguistik untuk mendapatkan keterangan teknik persuasi apa yang digunakan pada iklan tersebut.

Hasil dari studi ini mayoritas teknik yang digunakan dalam iklan-iklan produk di instagram adalah tekni rasionalisasi, identifikasi, dan sugesti. Karena dengan teknik itu bahasa yang digunakan lebih menarik konsumen untuk membeli produk yang dijual. Pada dasarnya dalam mengiklankan sebuah produk harus menggunakan teknik bahasa yang bisa mendatangkan perhatian dari costumer.

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## CHAPTER 1

### INTRODUCTION

This chapter covers several points which are background of the study, problems of the study, objectives of the study, scope and limitation, and definition of the key terms, as well as research method which includes research designs, data and data sources, data collection, and data analysis.

#### 1.1 Background of the Study

Persuasion is a manner to deliver something with behavior strategy. It can also be defined as when an individual or group of individuals uses language strategies to make audiences identify with that individual or group. Persuasion is human communication designed to influence the autonomous judgments and actions of others (Simons: 2001). Language is the important thing to communicate with others. It means that when we talk with someone we should have a language to deliver what we mean as a tool of communication. As a form of communication, language which is regarded as a main part of the persuasive techniques in a written advertisement emphasizes on meaning and function. Thus, we can conclude that persuasive language is a tool to persuade others people.

Advertisement is any kind of communication which conveyed a message to the audience about the product, designed to persuade the audience to take an action (Ricards & Curran: 2002). Advertising in this era can be found every time

and everywhere such as on the social media, radio, television, newspaper, magazine, patch up on the wall, on the trees and others. Therefore, advertisement is a part of human life. Spriegel in Susanto (1974) stated that advertisement is any paid form of non-personal presentation of goods or ideas to a group. In other word, in advertisement, the advertiser informs the products or ideas by using media and the advertiser has to pay the media because of renting out the space the time.

In today's society, *Instagram* plays an important role in communicating advertisement. *Instagram* is one of the social media that people can upload virtual files such as photos or videos and caption images. Indonesia became the country with the largest *Instagram* users in the Asia Pacific. Of the 700 monthly active user's aka monthly active user (MAU), *Instagram* globally diverted, 45 million of which come from Indonesia. Besides, *Instagram* users in Indonesia are also very active utilize uploaded. Some sellers advertise their product through *Instagram* social media because it always had some purposes such as persuading in marketing. Nowadays, *Instagram* becomes lifestyles for people.

The development of technology will support various social media to grow. A lot of social media can be used for everything. With the support of sophisticated technology, such as the growing popularity of smartphone today makes many people take the time to access social media. Many things can be done by using social media. With the support of increasingly sophisticated smartphones will affect the access to social media. Therefore, many of advertisers sell the product

on social media as *Instagram* because it can bring more income and new consumer.

A persuasive technique is an act that communicatively carries out that an audience can be persuaded. There are some theories for analyzing persuasive technique in an advertisement phenomenon. In order to have an understandable research, the researcher uses Gorys Keraf's theory that explains the type's persuasive technique.

The study about the language used in advertisement has been done by Wuri Dian (2015) who studied the language used in Mercedes-Benz advertisement. She found out that most of the copies in magazine advertisement fulfill the criteria stated on rule of writing a good advertisement, i.e. use short, contain an invitation to the consumer, the brand product, the name of the product, and an interest provoking idea.

Another relevant study, Retno (2003) focused on the structure and motivated sequence of persuasion in hotel advertisement brochures. Then she concluded that the structure of the hotel brochures advertisement and the motivated sequence of persuasion are of various kinds. Here she found out that the persuader utilizes a five step in the persuasive techniques namely motivated sequence. Those five-step are getting attention, establishing a need, satisfying the need, visualizing the future and asking for action.

The researcher investigates advertisement because it will sharpen the knowledge of how a company promotes the product through the caption in

*Instagram*. When people do not understand the technique applied in the advertisement, they will not interest to know more about the promoted product. They will not be attracted when they are not able to accept what propositions included in the language of the advertisement are.

The area of this research is discourse analysis, since the researcher analyzed the text caption in *Instagram*. And this research focuses on the common word of persuasive techniques used in advertisement on *Instagram*. This research focused on the way the advertiser capture the consumers' attention. Moreover, the purpose was to examine persuasive techniques used in advertisement on *Instagram*. As a result of previous studies this research is relevant.

## 1.2 Research Questions

Based on the background of the study, this research is conducted to identify:

1. What types of persuasive techniques used in the advertisement on *Instagram*?

## 1.3 Objective of the Study

Based on the research questions above, the objectives to be achieved in this study are:

1. To find out the type of persuasive techniques used in the advertisement on *Instagram*



#### 1.4 Significance of the Study

This study is expected to give practical and theoretical contributions. Theoretically this study gives the empirical data of textual features of persuasive techniques in advertisement which investigates the types and how the caption represented it.

Practically, this study is useful for the readers especially the students of language and letters department about persuasive techniques used in advertisement.

#### 1.5 Scope and Limitation of the Study

In this study, the writer focuses on analyzing language advertisement used on *Instagram* social media using persuasive techniques. The theory used in proposed by Gorys Keraf's theory. In doing so, the writer takes the captions and pictures from *Instagram* as the object of study. Hence, the writer limits the research to online shop only by which the caption. Furthermore, this study describes how the persuasive techniques advertisement features existed in *Instagram* attract people want to buy the product.

#### 1.6 Research Method

This section provides the research methods apply in this research. It presents the research design, data source, data collection, and data analysis.

### 1.6.1 Research Design

This research uses descriptive qualitative research design as it is designed to get deep understanding and analysis in any information concern the persuasive techniques advertisement in *Instagram*. Moreover, this research is also categorized into descriptive because the data are in the form of caption and picture which are taken from *Instagram*. In addition, the researcher discusses, analyzes, and finds that phenomenon which occurs naturally in the *Instagram*.

### 1.6.2 Data Source

The data source of this study is from caption on *Instagram* social media. However, the researcher focuses on the aspect of persuasive technique used by Oppo Smartphone, Makeover Make Up, and Acer Laptop advertisement on the *Instagram*. Oppo is a smartphone that famous for teenagers which one likes to take a picture. The best make up that used by some women is Make Over. Acer is one of laptop brand that many people choose and buy.

In addition, to make the data clearer the writer also needs to find out several other sources to support the data on the internet and in books.

### 1.6.3 Data Collection

In gaining the maximum result of this study, the writer focuses on stages collecting data in accuracy. The data were collected from

[www.Instagram.com](https://www.instagram.com). To collect the data, the following steps are done.

First, the researcher is searching the data from *Instagram*. Then, the researcher takes screenshot of the caption of advertisement. The last is the researcher chose the data to analyze which are going to be findings.

#### 1.6.4 Data Analysis

In the process of analyzing data, the writer did some steps; 1). Try to collect the advertisement from *Instagram*. 2). Try to search the relevant caption of advertisement. 3) Identifying what types the persuasive techniques on OPPO, Make Over, and Acer advertisement. 4) Finding how is caption represented advertisement by persuasion of technique. 5) Consulting the data with knowledgeable informants concerning this study.

#### 1.7 Definition of Key Terms

In order to avoid misunderstanding about the terms used in this study, the key terms used in this study need to be explained.

- a. Persuasion: is the act of persuading which causes somebody to do something.
- b. Advertisement: is a promotion of the product for sale through impersonal media

- c. Social media: is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities.
- d. *Instagram*: is one of the social media that famous in this era moreover people can upload video or photo every time.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

The researcher applies Gorys Keraf's theory to get deeper findings

#### **2.1 Discourse Analysis**

Discourse analysis is the study of language that refers to the organization of language above clause, and therefore to study larger linguistic units, such as conversational exchange or written texts. It concern to the how people use language in text and context. According to Fowler (1977) "discourse is spoken and written exchanges comprehend in their belief, values and categories. There are four types of discourse: expressive discourse, referential discourse, literary discourse and persuasive discourse (Abbas, 2008:23). The analysis of discourse is the analysis of language in use. While some linguistics may concentrate on determining the formal properties of a language, the discourse analyst is committed to an investigation on what the language is used for (Brown 1983:1).

#### **2.2 Advertisement**

In this society, people can find advertisement everywhere. Advertisements play a key role to influence the society by using a variety of language and image. In addition, an advertiser must consider the language, picture and other elements in their advertisement to make sure the message can be



delivered applicable. Thus, advertising is a strategic discourse which has a persuasive purpose in the form of linguistics and non-linguistics elements form and context. Many of advertiser use social media as a platform only for advertising the product, while there is actually significant benefit to both “seeding” social networks with paid advertisements, as well as maximizing little forms of social advocacy that will demonstrate significant reach.

Advertisement is one of the most commonly used by companies to direct persuasive communication to target buyers. Advertising is basically a part of modern industrial life. Now, modern life depends on advertising. Without advertising the advertiser and distribution will not be able to sell their products, while on the other hand buyers will not have sufficient information about the products and services available on the market. If that happens, the modern industry and economy will be destroyed. If a company wants to maintain the profit level, it must carry out advertising activities adequately and continuously.

### **2.3 Persuasion**

In the communication process, persuasion is the way how to persuade someone to interest something. Nowadays, people always try to convince and persuade other people, buy their product or just follow their value. People can find it in radio, magazine, television, social media, newspaper, and others. There are many kinds of the way to make the consumer

believe and want to buy the product. In addition, persuasion has relation with political, marketing, and even in daily communication.

Keraf (2001:118) stated that persuasive is a verbal art that purposely convince someone to obey what the speaker's said in this moment or in the present time. Therefore, the purpose of persuasion is the speaker tries to persuade the consumer to act on something with no violence and coercion. A persuader should be the trusted agent that selling product. Some advertisers use a famous actress to convince people that their products are outstanding and have a good quality. In short, from that believe people will decide a right decision by their consciousness.

#### **2.4 Persuasive Techniques**

The advertiser can use more than one technique to persuade the consumer. It is used to convince the consumer to believe more about the truth and the advantages of the product. As the way to persuade people, persuasive should apply techniques in order to catch the mean of persuasion. Keraf (2003) argues that persuasive techniques are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

### **2.4.1. Rationalization**

It is a process of using basic mind to provide a justification. This technique used to make the consumer feel confident with the product by some statements. The advertiser needs to know what the consumer's needs, wishes, wants are and how their attitude and belief are. By knowing those things, the advertisement can justify the quality of the product. For example, Aqua advertisement, the advertiser should be creative in promoting their product. Aqua is one of the primary needs of people in daily life.

### **2.4.2. Identification**

Identification is a key of success for an advertiser. The advertisers have to analyze the situation of the consumer. Advertisement should relevant to the target market whether they are girl, man, teenagers, adult, or children. This technique is important because the advertiser knows what the appropriate concept for the product. For example, clothes is expressed in many situations, kinds of people and can use in many different situation.

### **2.4.3. Suggestion**

Suggestion is an attempt to persuade. In everyday life, a suggestion is usually given by beautiful words and tone of voice. Therefore, the suggestion is usually done by speakers to use the results as desired; using repetitive words can also make easier for the consumer to give their attention and intended to buy the product. Suggestions can direction form that involves getting the consumer to accept the product without thinking idea, belief or action. For example, there is Adem Sari advertisement. The advertiser shows to the consumer that they are will be healed from mouth ulcer they must to consume Adem Sari.

### **2.4.4. Conformity**

It is an action to make something similar with others. In advertisement, conformity is a way of thinking to adapt the advertiser to the consumer's condition. As bring a positive influence up to progress such as Laptop Acer it so amazingly slim and everyone can bring this product easily. It was similar to the era of that time the most of laptop are produced with slim body.

### **2.1.1 Compensation**

According to Keraf (2007: 124-131), compensation is an action or a result of an attempt to seek a substitute for an unacceptable, an attitude or condition that cannot be maintained. In persuasion, advertiser tries to influence consumers that they will find other better situation with using the product. For example, Telkomsel Simpati Combo advertisement, in this advertisement consumer buy 14GB data of internet will get free of message and phone with the best network quality.

### **2.1.2 Projection**

It is a technique to make subject become an object. Advertisers try to answer the weakness of other advertisers. Projection strategy will show the advantage of product to showing that the product is different from others. For example, the advertiser used in clothes advertisement at Ramayana “Buy 2 Get 1 Free” this statement shows that by buying the product the consumer will get the advantages.

### **2.1.3 Displacement**

Displacement is a process of displacing an intention or something which faced on obstacle with other means. In a



persuasive advertiser trying to convince the other person to divert a certain object or purpose to another purpose. For example, in Ponds White Beauty advertisement, in that advertisement, there is a girl that has acne scars on her cheek. After using this product she looks pretty and glowing.



## CHAPTER III

### FINDINGS AND DISCUSSION

This chapter includes the data findings and discussion based on the explanation of the prior chapters. Importantly, the findings are discussed to answer the research questions.

#### 3.1 Types of Persuasive Techniques in this Study

The researcher analyzed ten advertisements from Oppo, Make Over, and Acer advertisement. There are five persuasive techniques found in this research: (1) Rationalization, (2) Suggestion, (3) Conformity, (4) Identification, (5) and Compensation. The analysis of this study based on the formulation of the research questions in Chapter I. The first research question aims to analyze the types of persuasive techniques that are used in advertisement at *Instagram* that is limited on Gorys Keraf's theory. The part that is going to be analyzed by the researcher is the caption that is following the advertisement. Then the second research question wants to answer the forms of persuasive technique. Each datum has sub-points that are analyzed by the researcher. In this chapter, the researcher writes the sub-points in each datum in italic.

##### 3.1.1 Rationalization

The researcher found rationalization technique in three products; Oppo smartphone, Make over Product, and Acer laptop.

### 3.1.1.1 Oppo Smartphone

**Datum:** *“Everyone needs a company, especially when they are doing something they love, like hobbies. I actually like to stroll around and taking pictures out of something that catch my eyes. But I had to bring a camera back then. Thankfully, there’s #OPPOF7 and its Vivid Mode, HDR sensor, and 16MP rear camera that can support my hobby, whereas no additional tools needed. I can easily capture landscapes, moments, and everything” (D.I)*



The advertisement promotes OPPO smartphone that was capture from *Instagram*. In this commercial, the artist wants to introduce the Oppo F7 itself with the picture and caption. The

camera of Oppo smartphone is the best because have big megapixel. From the picture he tries to take the picture about something with Oppo smartphone.

In the text above the first sentence focuses on *“Everyone needs a company, especially when they are doing something they love, like hobbies.”* The advertiser gives justification the quality of product. From the statement, if a consumer want to explore the consumer’s hobbies like take a picture and make a video Oppo can company and complicated consumer hobby with the best camera and full

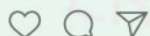
The artist *personal character* of advertisement can be seen from the profile of the artist itself. Morgan Oey as an artist and singer Indonesia has a good performance on acting and photo shoot; it automatically makes consumers interest to buy the product.

The *rationalization* technique which is used by advertiser can be seen from the caption *“Everyone needs a company, especially when they are doing something they love, like hobbies”* <sup>(1.1)</sup> By this caption, consumers will know that if the consumer wants to share and explore the consumer’s hobbies to take picture with HDR sensor and big megapixel they must have Oppo F7 smartphone. The advertiser try to explain to consumer about the quality of Oppo smartphone especially

Oppo F7. Next, the second text *“I can easily capture landscapes, moments, and everything.”* the advertiser talk to consumer that he can capture the photos with landscape, take everything moments easily by using this smartphone.

### 3.1.1.2 Make Over Product

**Datum:** *“Looks fresh and eye-catching without looking too overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about you #nudeattitude look? Which one is your lip combo?” (D.2)*



4.014 suka

makeoverid @janineintansari looks fresh and eye-catching without looking too overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about your #NUDEATTITUDE look? Which one is your lip combo?



This advertisement asks the attention from the consumer with giving them a question. This strategy is important for build the relation between advertiser and their consumer. In the text above the first sentence focuses on *“Looks fresh and eye-catching without looking too overboard in this look.”* The advertiser gives justification the quality of product. In that statement, if consumer want look fresh they must use a lipstick from Make Over product.

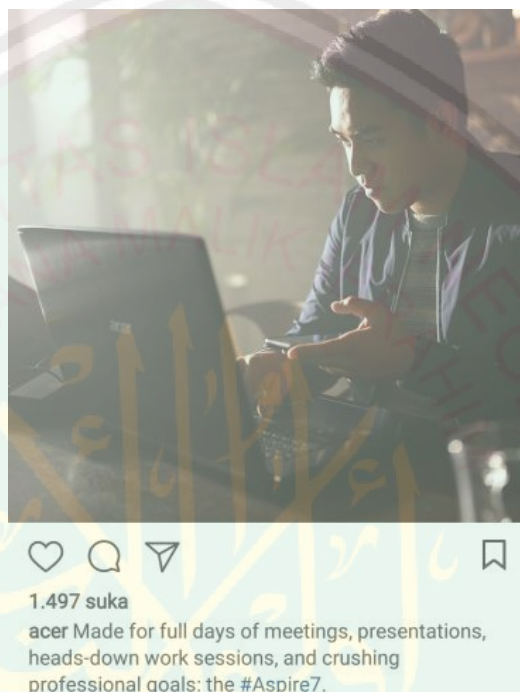
The advertiser tries to advertise their product by collaboration with a model. From this picture she looks beautiful and fresh with the lipstick that she used. Moreover, she brings many of color lipstick from Make Over it shows the consumer can choose the color that exact with consumer's lips.

The *rationalization* technique which is used by advertiser can be seen from the caption *“Looks fresh and eye-catching without looking too overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about your #nudeattitude look? Which one is your lip combo?”* <sup>(1.2)</sup> By this caption, advertiser tell to the consumer surely that by using a lipstick from Make Over consumer will looks fresh and makes the consumer confident to meet everyone.

### 3.1.1.3 Acer Laptop

**Datum:**

*Made for full days of meetings, presentations, heads-down work sessions, and crushing professional goals.” (D.3)*



Acer laptop advertisement was capture from *Instagram* social media. In this context, the advertiser wants to introduce the Acer laptop itself with the picture and caption. This advertisement tell to consumer this laptop can accompany whenever. It can help the consumer when a meeting, presentations and others. The advertiser gives justification the quality of product. In that statement “*Made full days...*” means this product can used 24 hours and help consumer for everything to do.

Then the researcher found *rationalization* technique in “*Made for full days of meetings, presentations, heads-down work sessions, and crushing professional goals.*”<sup>(1.3)</sup> By this caption, the advertiser makes sure the consumers with the rational caption that this product even if used for a long time this laptop will not error. This sentence is rational to provide a justification.

### 3.1.2 Suggestion

From this study, the researcher found *suggestion* technique in two advertisement; Oppo smartphone and Make Over product.

#### 3.1.2.1 Oppo Smartphone

**Datum:** “*Make the most out of consumer beach trip by taking a selfie under the sun! This lighting will give consumer a natural filter perfect for flaunting that summer glow. Capture it with the Oppo F7, now available in all Concept Store*” <sup>(D.4)</sup>



In this commercial, the advertiser wants to introduce the Oppo F7 itself with the picture and caption. From the picture they tell to consumer if they capture something or their selves, consumer will get the perfect photo with good lighting and natural filter.

In the context above the first sentence focuses on *"Make the most out of your beach trip by taking a selfie under the sun."* The advertiser gives suggestion by words about the quality of product. Such as the way that involves get the consumer to accept the product surely. In that statement, if consumers want to take a *selfie* under the sun consumer can complicate it with the best lighting Oppo F7 camera.

Then, in answering the way *suggestion* technique applied in this advertisement, it contained in *“This lighting will give consumer a natural filter perfect for flaunting that summer glow. Capture it with the Oppo F7, now available in all Concept Store.”* <sup>(2.1)</sup> By this sentence, consumers will now that if they want to have and buy Oppo F7 smartphone the advertiser suggest the consumer can visit at Oppo Store.

### 3.1.2.2 Make Over

**Datum:** *“Flawless complexion reflects consumer true intentions. Come and reflect with us on consumer favorite Make Over complexion products!”* <sup>(D.5)</sup>



3.444 suka

**makeoverid** Flawless complexion reflect your true intentions. Come and reflect with us on your favorite Make Over complexion products!

#ledMubarak

#ReflectOnGorgeous



The advertiser wants to introduce Make Over product. From the caption they tell to consumer if consumers want to have a beautiful and flawless face use Make Over product. Moreover the advertiser use *hashtag* #ReflectOnGorgeous it can make consumer interested with Make Over product.

The *suggestion* technique which is used by advertiser can be seen from the sentences “*Come and reflect with us on consumer favorite Make Over complexion products!*” By this caption, the advertiser suggest to the consumer they can sharing and consultation about Make Over product if they come to Make Over store.

### 3.1.3 Conformity

From this study, there are two advertisements that use *conformity* technique; Oppo smartphone and Acer laptop.

#### 3.1.3.1 Oppo Smartphone

**Datum:** “*Want to take a clear and natural selfie? Oppo F7 now equipped with 25MP Front Camera perfect to take as many selfies that consumer want.*” (D.6)



The advertiser wants to introduce the Oppo F7 itself with an artist of Malaysia Aydjebat. From the caption advertiser tells about the amazingly Oppo smartphone because has a perfect front camera with 25 megapixel. Don't worry with unsatisfied photo if consumers use Oppo F7 smartphone.

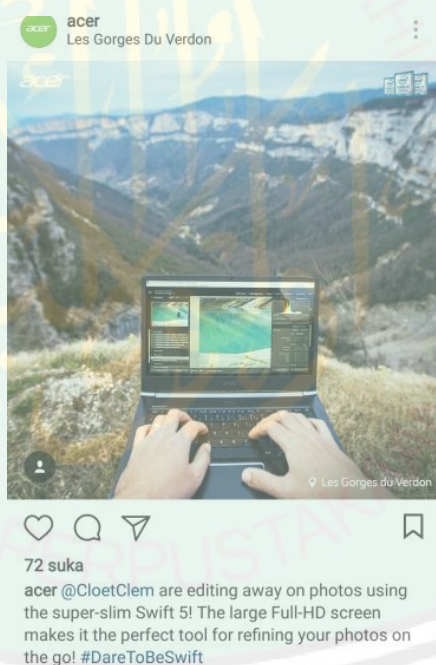
The artist *personal character* of advertisement can be seen from the profile of the artist itself. Aydjebat as an artist Malaysia has a good expertise in posing with Oppo smartphone will attract the attention of consumer.

This advertisement use *conformity* technique can be seen from the sentences “*Want to take a clear and natural selfie? Oppo F7 now equipped with 25MP Front Camera perfect to take as many selfies that consumer want.*”

By this statement, was similar with the era of the time the most of oppo smart phone are produced with the best camera and beautiful design. This advertisement adapts the advertiser with the consumer's condition.

### 3.1.3.2 Acer Laptop

**Datum:** “@cloet Clem are editing away on photos using the super-slim Swift 5! The large Full-HD screen makes it the perfect tool refining consumer photos on the go!” (D.7)



This advertisement use picture and caption as the form of persuasion at *Instagram*. It makes the consumer more

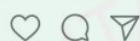
attract with their product. This advertisement introduces the Acer laptop itself with the interested caption. From the caption advertiser tells about the amazingly design of Acer laptop. The advertiser mentions a blogger @cloetclm from France which has the intention that when he will upload his videos or photos he always editing before then upload it using Acer laptop.

This advertisement use *conformity* technique can be seen from the sentences “@cloetclm are editing away on photos using the super-slim Swift 5! The large Full-HD screen makes it the perfect tool refining consumer photos on the go!” By this statement, everyone knows that Acer is one of brand that has super-slim design and perfect specification then other brand.

#### 3.1.4 Identification

The researcher only found identification technique in Make Over advertisement.

**Datum:** “When it comes to makeup, @uchier always brings the essential ones, like the ones captured here, the “AIN’T GOT NO TIME” kit for consumer summer ready look. Get this kit at our independent store and partner department store all over Indonesia.”<sup>(D.8)</sup>



1.500 suka

makeoverid When it comes to makeup, @uchier always brings the essential ones, like the ones captured here, the "AIN'T GOT NO TIME" Kit for your summer ready look. Get this kit at our independent store and partner dept store all over Indonesia and @sociolla !

Then the sentence above focuses on “*When it comes to makeup, @uchier always brings the essential ones, like the ones captured here*” The advertiser mention one of people that always use Make Over be her favorite make up. It means, when arrive the time to make up choose Make Over product as the best make up. In this context use *identification* technique which is used by advertiser. The advertiser wants to recommend Make Over product for accompany consumer to holiday everywhere and every time. This is identify this product is easy to bring everywhere and use at every moment.



### 3.1.5 Compensation

The researcher found two *compensation* techniques in the advertisement that captured from *Instagram*: Oppo smartphone and Acer laptop.

#### 3.1.5.1 Oppo Smartphone

**Datum:** *“Embrace your confidence with the color of boldness OppoF5 4GB comes in a new variant: Passion Red” (D.9)*



In showing the way persuasive technique are applied in this advertisement see on sentence (5.1) the meaning is if consumer have and use this phone, consumer will get many advantages which they cannot get it into another phone.

The sentence *“Embrace consumer confidence with the color of boldness.....”* Advertiser tells that Oppo smartphone will not disappoint the consumer. This product can makes the consumer more to be confident with the elegant design.

The *compensation* technique which is used by advertiser can be seen from the sentences *“OppoF5 4GB comes in a new variant: Passion Red”* In this commercial, the advertiser tell to the consumer this phone has not only with elegant design but also use the big capacity RAM. It can create the consumer’s emotional mind to buy the product.

#### 3.1.5.2 Acer Laptop

**Datum:** *“Acer’s award winning #chromebook 13 gets even better, now available with a touch screen!”* <sup>(D.10)</sup>



This advertisement use picture and caption as the form of persuasion at *Instagram*. It makes the consumer more attract with their product. In the text above the meaning is if the consumers have and use this laptop. Consumer will get much benefit which they cannot get it into another laptop. The advertiser tries to influence consumers that they will get better situation with new specification from Acer laptop.

Then the researcher found *compensation* technique which is used by advertiser can be seen from the sentences "*gets even better, now available with a touch screen!*" it tells that Acer laptop has a more better specification available with touch screen that will makes consumer easily to use it.

## FINDINGS

*Instagram* is one of social media which many advertisers sell and advertise their product there. In this era many of people like to spend their time in social media. The function of advertisement is to inform the product to consumer. So, advertisement must use the interesting language to attract the consumer. However, the advertiser has to use the persuasive techniques to advertise the advertisement.

In this chapter, the researcher discusses the findings of this study. The first data that are analyzed by the researcher is Oppo smartphone advertisement. From ten data the researcher found five techniques that use in this product. There are, rationalization (30%), suggestion (20%), conformity (20%), identification (10%), and compensation (20%). *Rationalization* is the often technique that advertiser used to advertise their product. The advertiser use this technique to make the consumer most certain and attract to the product. We can see the example (D.1) “everyone needs a company...” (D.2) “looks fresh and eye-catching” (D.3) “made for full days of meetings, presentations.....” From these sentences the advertisers try to give justify to the consumer that their product are goods and it can accompanies consumer’s day for a long time. *Suggestion* is the key in persuade the consumer. To advertise the product, the advertiser must choose the implicit sentence to make the consumer interested to the product. We can see the example, (D.4) “this lighting will give you a natural filter perfect....” (D.5) “come and reflects with us on consumer favorite Make

Over complexion products” From these sentences the advertiser appears an idol on their advertisement to create the strong mind that “their idol use this product, so do not you want to buy the product?” the meaning from the picture and sentence from the advertisement will create the sense of consumer’s desire increase.

The next technique is *conformity*, also use in (D.6) “*want to take a clear and natural selfie Oppo F7 now equipped with 25MP front camera.....*”

(D.7) “*@cloetclm are editing away on photos using the super-slim Swift 5! The large Full-HD screen makes it the perfect tool refining consumer photos on the go!*” From two advertisement, we can see that the advertiser try to make a superiority from their product. A good feature it can increase the selling of product. *Identification* is also use as persuasive techniques in this research. We can see on (D.8) “*when it comes to makeup, Uchier always brings.....*” from this datum identify that the product can brings anywhere and anytime. This technique is tries to avoid conflict situation and doubtfulness, and by identify the consumers with their situation will makes this persuasions be better.

The last persuasive technique used in this study is *compensation*. We can see on (D.9) “*Embrace consumer confidence with the color of boldness OppoF5 4GB comes in a new variant: Passion Red*” and (D.10) “*gets even better, now available with a touch screen*”



These sentences push the consumer to do an action for the advertisement. From the word that advertise use in advertisement show the superiority of the product and tells the consumer will find a new situation and feeling by used the product.

In fact, the advertiser do not only use caption as language to persuade consumer buy also display the picture form of persuasive in this study. Caption is an important form to advertise the advertisement most especially a quibble based on a captious argument. Because it is increase an attractiveness of consumer to buy the product. The second form is picture can also be used to persuade the reader. It shows the real advertisement.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion dealing with the findings of the analysis. It concludes the findings that are discussed in the previous chapter and provides the suggestion for the readers.

#### 4.1 Conclusion

From the analysis, the finding shows the way advertiser sells the product use persuasive techniques at *Instagram*. There are many advertisements consist of picture and caption that they uploaded on social media because it can make the consumer more attracted with the product.

The study of persuasive technique used in advertisement at *Instagram* results in some types of the technique that the advertiser used and also how the way it is used. In the Oppo smartphone advertisement, the researcher found four elements of persuasive techniques that were used on this product; there are rationalization, suggestion, conformity, and compensation. For the second product is Make Over, the researcher only found three types of persuasive techniques; there are rationalization, identification, and suggestion. And the last advertisement is Acer laptop, the researcher found three persuasive techniques that advertiser used in this product; rationalization, conformity, and compensation. Many advertisers seldom use displacement technique because some of them to the point with their superiorities of the product and never use language that beat around the buses.

Based on the researcher's analysis, many of advertisement use rationalization and suggestion language to attract the attention of consumer. It can be looked at the percentage from the result of this analysis. Thus, many of advertiser give suggest and justify the product to make the consumer attract and want to buy it.

#### 4.2 Suggestion

Hopefully, this research suggested for readers to understanding the persuasive techniques used in advertisements is made to provoke and attract the consumer. For the next researcher, the researcher hopes that this research gives an inspiration in consumer research by using more complicated data and other theories.

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## APPENDIX

**The Table of Research Findings**

Elements of Persuasive Techniques	ADVERTISEMENTS		
	OPPO	MAKE OVER	ACER
<b>Rationalizations</b>	<i>“Everyone needs a company, especially when they are doing something they love, like hobbies. I actually like to stroll around and taking pictures out of something that catch my eyes.</i>	<i>“Looks fresh and eye-catching without looking too overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips.</i>	<i>“Made for full days of meetings, presentations, heads-down work sessions, and crushing professional goals.”</i>
<b>Suggestion</b>	<i>Capture it with the Oppo F7, now available in all Concept Store”</i>	<i>Come and reflect with us on consumer favorite Make Over complexion</i>	-

		<i>products!”</i>	
<b>Conformity</b>	<i>“Want to take a clear and natural selfie? Oppo F7 now equipped with 25MP Front Camera perfect to take as many selfies that consumer want.”</i>	-	<i>“@cloetclm are editing away on photos using the super-slim Swift 5! The large Full-HD screen makes it the perfect tool refining consumer photos on the go!”</i>
<b>Identification</b>	<i>“When it comes to makeup, @uchier always brings the essential ones, like the ones captured here, the “AIN’T GOT NO TIME” kit for consumer summer ready look. Get this kit at our</i>	-	-

	<i>independent store and partner department store all over Indonesia.”<sup>(</sup></i>		
<b>Projection</b>	-	-	-
<b>Compensation</b>	<i>“Embrace your confidence with the color of boldness OppoF5 4GB comes in a new variant: Passion Red”</i>	-	<i>“Acer’s award winning #chromebook 13 gets even better, now available with a touch screen!”<sup>(</sup></i>
<b>Displacement</b>	-	-	-