PERSUASIVE STRATEGIES USED IN
CAR INDUSTRIES' ADVERTISEMENT

THESIS

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PERSUASIVE STRATEGIES USED IN
CAR INDUSTRIES ADVERTISEMENT

THESIS

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STATEMENT OF ACADEMIC INTEGRITY

I Kamiliatun Najibah state that the thesis entitled "Persuasive Strategies Used in Car Industries' Advertisement" does not include any works which have been previously submitted at any institutions of higher education, and to the best of my knowledge. This thesis does not include any works or opinion that have been previously written or published by any authors, except for those which are referenced in the text and listed in the bibliography. Due to this fact, I am the only person who is responsible for my thesis.

Malang, 15 February 2018

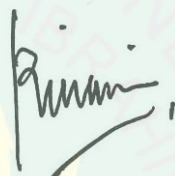Kamiliatun Najibah
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APPROVAL SHEET

This is to certify that Kamiliatun Najibah's thesis entitled **"Persuasive Strategies Used in Car Industries' Advertisement"** has been approved by the thesis advisor for further approval by the Board of Examiners as one of requirements for the Degree of Sarjana Sastra (S.S) in Department of English Literature.

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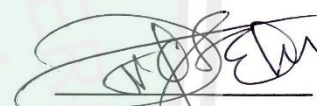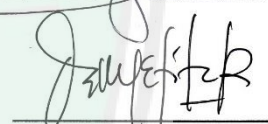Dr. Hj. Syafiyah, M. A
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This is to certify that Kamiliatun Najibah's thesis entitled **"Persuasive Strategies Used in Car Industries' Advertisement"** has been approved by the Board of Examiners as the requirement for the degree of *Sarjana Sastra (S.S)* in Department of English Literature.

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MOTTO

Everything will come in the right time

DEDICATION

I dedicate this thesis to my beloved parent Drs.Moch Maksum and Djamila Ningsih, S.E, also my young sisters Noor Avivah, Rufaida and Robiatul Adawiyah, and my friends who always support me endlessly.

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All praises are to Allah who always blesses me in everything I do, so I can finish this thesis under the title "Persuasive Strategies Used in Car Industries' Advertisement" as the requirement for the degree of *Sarjana Sastra (S.S)* in English Letters Department. Peace and salutation to Prophet Muhammad SAW who has guide us from the barbarian to the modern civilization.

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Fourthly, for the most patient person and my partner of life Wahyudi Hidayat, S.E who always helps, waits, and brings me to the right way during finishing this study. May Allah give the best for you and your family and for us.

The last, the researcher realizes that this thesis is far from perfect. However, the researcher has a big expectation that this thesis will useful for the next researcher who interest in this field study. Advices and suggestions from the readers are welcome to improve this thesis.

Malang, 15 February 2017

Kamiliatun Najibah

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ABSTRACT

Najibah,Kamiliatun,2018. *Persuasive strategies used in Car Industries'*
advertisement. Thesis. English Letters Department. Faculty of
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Nur Rakhmawati, M. Pd.

Keywords: persuasive strategy, advertisement, car industry.

This study investigates persuasive strategy used in car industries'
advertisement. The researcher focuses on the kind of persuasive strategy in headline
advertisement. This research provides six brands of car from three different country
and represent three biggest continent. Those are Mitsubishi and Honda from Japan
represent Asia, Ford and Tesla from United States represent America, and the last
Lamborghini and Ferrari from Italy represent Europe. By the different country, the
researcher found different strategy that they used for promoting and persuading the
reader to buy their product.

This research is descriptive qualitative research that uses discourse analysis
approach. The data of this research are taken from the official website of Mitsubishi,
Honda, Ford, Tesla, Lamborghini and also Ferari, and analyze the headline
advertisement in car industries' advertisement which is contain the persuasive
strategy. The researcher uses Gorys Keraf theory to analyze the data collection that
has seven strategies to discover persuasive strategy, they are rationalization,
identification, hypnotic, conformity, conpensation, projection, and displacement,
also provide the comment review to strengthen the data result.

The researcher found there are three strategies that is use in the whole data,
those are rationalization, identification, and compensation. the most dominant used
is identification strategy, there are four brands that use this strategy to get reader's
attention they are Mitsubishi, Honda, Lamborghini, and Ferrari. The second is
compensation, Ford and Tesla use this strategy to convince the readers. The last is
rationalization, Mitsubishi and Ford use this strategy to persuade the readers. In the
comment review also found the same three strategies Identification, compensation,
and rationalization. For Mitsubishi and Honda their commentators use
identification that shows their developing technology, Mitsibishi also use
rationalization that tells the low price of Mitsubishi Miraga. On the other hand,Tesla
and Ford commentators use compensation which is choose to use superlative degree
words that seems no other brands above it. Lamborghini and Ferrari use
identification in their comments, mostly explain about the performance and speed.

Finally, the researcher hopes that this research will give contribution in
linguistic study especially in persuasion field, also for the next researcher who
interested to persuasive strategy.

مستخلص البحث

كامليتون نجيبة، ٢٠١٨، استراتيجية مقنعة المستخدم فى صناعة السيارات الإعلان. بحث العلمي قسم الأدب الإنجليزي، كلية العلوم الإنسانية، بجامعة مولان مالك إبراهيم الإسلامية الحكومية مالنج.المشرف على أفيتا نور رخماواتي، الماجستير.

الكلمات الرئيسية :استراتيجيات مقنعه ، الإعلان ، صناعه السيارات

وحققت الدراسة في استراتيجية مقنعه تستخدم في الإعلان عن صناعه السيارات .ويركز الباحثون علي نوع الاستراتيجية المقنعة في الإعلانات الرئيسية .وقدمت الدراسة سته ماركات للسيارات من ثلاثه بلدان مختلفه ومثلت أكبر ثلاث قارات .فهي ميتسوبيشي وهوندا من اليابان تمثل اسيا ، فورد وتسلا من الولايات المتحدة تمثل أمريكا ، واخر لامبورغيني وفيراري من إيطاليا تمثل أوروبا .وبسبب البلدان المختلفة ، وجد الباحثون استراتيجيات مختلفه استخدمواها للترويج للقراء وإقناعهم بشراء منتجاتهم.

هذا البحث هو البحث الوصفي النوعي الذي يستخدم نهج تحليل الخطاب .وقد أخذت البيانات من البحث من المواقع الرسمية من ميتسوبيشي ، هوندا ، فورد ، تسلا ، لامبورغيني وأيضا فيراري ، وتحليل الإعلانات الرئيسية في صناعه السيارات الإعلانات التي تحتوي علي استراتيجية مقنعه .يستخدم الباحثون نظرية Gorys لتحليل جمع البيانات التي لديها سبع استراتيجيات للعثور علي استراتيجيات مقنعه ، والترشيد ، وتحديد الهوية Keraf ، والمنومة ، والمطابقة ، والتعويض ، والإسقاط ، والنزوح ، وكذلك تقديم تعليقات المراجعة لتعزيز نتائج البيانات.

وجد الباحثون ان هناك ثلاث استراتيجيات المستخدمة في جميع البيانات ، فهي الترشيد ، وتحديد الهوية والتعويض .الأكثر هيمنة هو تحديد الاستراتيجية ، وهناك أربعه العلامات التجارية التي تستخدم هذه الاستراتيجية ، للحصول علي اهتمام قرائهم هي ميتسوبيشي ، هوندا ، لامبورغيني ، وفيراري .والثاني هو التعويض ، فورد وتسلا استخدام هذه الاستراتيجية لإقناع القراء .وهذا الأخير هو الترشيد ، واستخدمت ميتسوبيشي وفورد هذه الاستراتيجية لإقناع القراء .وفي تعليقات الاستعراض تجد أيضا ثلاث استراتيجيات لتحديد الهوية والتعويض والترشيد علي قدم المساواة .النسبة لشركه ميتسوبيشي وشركه هوندا ، استخدم المعلقون فيها التعريف الذي اثبت تكنولوجيا التطوير الخاصة بهم ، كما استخدمت ميتسوبيشي الترشيد الذي قال انخفاض سعر ميتسوبيشي ميراج .من ناحية أخرى ، فان المعلقين تسلا وورد استخدام التعويض الذي يختار استخدام كلمه العنوان الفائقة التي لا يبدو ان هناك علامة تجاربه أخرى علي ذلك .لامبورغيني وفيراري استخدام التعريف في تعليقاتهم ، ومعظمها يفسر الأداء والسرعة

، وأخيرا ، يامل الباحثون ان تسهم هذه الدراسة في الدراسات اللغوية في المقام الأول في الإقناع الميداني فضلا عن الباحثين اللاحقين المهتمين بالاستراتيجيات المقنعة.

ABSTRAK

Najibah, Kamiliatun, 2018. Strategi persuasif yang digunakan dalam iklan Industri Mobil. Skripsi. Sastra Inggris. Fakultas humaniora. UIN Maulana Malik Ibrahim Malang. Pembimbing: Deny Efita Nur rakhmawati, M.Pd.

Kata kunci: persuasif strategi, iklan, industri mobil.

Studi ini menyelidiki strategi persuasif yang digunakan dalam iklan industri mobil. Peneliti berfokus pada jenis strategi persuasif dalam iklan judul. Penelitian ini menyediakan enam merek mobil dari tiga negara yang berbeda dan mewakili tiga benua terbesar. Mereka adalah Mitsubishi dan Honda dari Jepang mewakili Asia, Ford dan Tesla dari Amerika Serikat mewakili Amerika, dan yang terakhir Lamborghini dan Ferrari dari Italia mewakili Eropa. Karena dari negara yang berbeda, peneliti menemukan strategi yang berbeda yang mereka gunakan untuk mempromosikan dan membujuk pembaca untuk membeli produk mereka.

Penelitian ini adalah penelitian kualitatif deskriptif yang menggunakan pendekatan analisis wacana. Data dari penelitian ini diambil dari situs resmi Mitsubishi, Honda, Ford, Tesla, Lamborghini dan juga Ferrari, dan menganalisis iklan utama dalam iklan industri mobil yang berisi strategi persuasif. Peneliti menggunakan teori Gorys Keraf untuk menganalisis pengumpulan data yang memiliki tujuh strategi untuk menemukan strategi persuasif, mereka rasionalisasi, identifikasi, hipnotis, kesesuaian, conpensation, proyeksi, dan perpindahan, juga menyediakan Komentar review untuk memperkuat hasil data.

Peneliti menemukan ada tiga strategi yang digunakan dalam seluruh data, mereka adalah rasionalisasi, identifikasi, dan kompensasi. yang paling dominan adalah identifikasi strategi, ada empat merek yang menggunakan strategi ini untuk mendapatkan perhatian pembaca mereka adalah Mitsubishi, Honda, Lamborghini, dan Ferrari. Yang kedua adalah kompensasi, Ford dan Tesla menggunakan strategi ini untuk meyakinkan para pembaca. Yang terakhir adalah rasionalisasi, Mitsubishi dan Ford menggunakan strategi ini untuk membujuk para pembaca. Dalam tinjauan komentar juga menemukan tiga strategi yang sama identifikasi, kompensasi, dan rasionalisasi. Untuk Mitsubishi dan Honda, komentator mereka menggunakan identifikasi yang menunjukkan teknologi pengembangan mereka, Mitsubishi juga menggunakan rasionalisasi yang memberi tahu harga rendah Mitsubishi Mirage. Di sisi lain, para komentator Tesla dan Ford menggunakan kompensasi yang memilih untuk menggunakan kata gelar superlatif yang tampaknya tidak ada merek lain di atasnya. Lamborghini dan Ferrari menggunakan identifikasi dalam komentar mereka, sebagian besar menjelaskan tentang kinerja dan kecepatan.

Akhirnya, peneliti berharap bahwa penelitian ini akan memberikan kontribusi dalam studi linguistik terutama dalam persuasi lapangan, juga untuk peneliti berikutnya yang tertarik untuk strategi persuasif.

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CHAPTER I

INTRUDUCTION

This chapter deals with the research backgrounds, research question, objectives of the research, significances of the study, scopes and limitations, research method and also definitions of the key terms.

1.1 Research Background

The expansion of media information nowadays is developing widely. Due to that current phenomenon, it caused the developer of media information, especially in advertisement, competed each other to make the best advertisement. The rivalry of advertisement existed in any kinds of advertisement, even in society service or commercial advertisement. However, every advertisement will be obtained different results. It depended on how the advertiser delivered their advertising. The different way of delivering media also influencing the accomplishment, for example the use of newspaper, radio, television, and internet. The best media of advertising products nowadays is the internet. The reason is because most people spend their time for the internet and language use of advertisement posted on the internet is straightforward and also easy to catch.

It is known that people use language to socialize and transfer information among other people. Therefore, there are two actors in transferring information, they are speaker and listener. Hence, transferring information from the advertiser to the customer always has purposes on stating utterances, whether it is merely giving information, asking for doing something or persuading the listener to think

or act as the speaker states. There are two strategies in communication,that is informative and persuasive strategies. Holtzhausen and Zerfass (2015:272) stated that informative strategy is based on the presentation of unbiased fact and assumes a rational and motivated audience, while persuasive strategy is strategy to convince and persuade someone to act or agree with the speaker and characterized by appeals to a public's values or emotions.

In this globalization era, the ability to persuade people is undeniably needed. It could be seen from any phenomenon. Consequently, many big industries tried to persuade the consumers for offering their product. The goal of persuasion is to convince the customer to accept the persuasive argument and apply the new attitude as a part of their belief systems. Over time, the customers are more selective in choosing the product they need by the available information in advertisement because there are many advertisements given better solution in detail information. Due to this reason, the producers have to manage and choose the way their products successfully advertised in public. Generally, producers could achieve market targets by applying the effective strategy. Therefore, producer needed the best marketer who is able to read the situation and condition of consumer needs appropriately.

In designing the advertisement, the advertiser will provide different ways to get great attention. Make the layout or design so uncommonly simple, sedate or nonprofessional that is very restraint capture attention (Victor, 1985:35). If company use the uncommon image or picture, it might get more attention from the customers because they are curious about the product. The example is Mitsubishi advertisement, the advertiser used rhinoceros for their wheels. Commonly, wheels

made from black rubber in circle shape, but this advertisement used rhinoceros which indicated strong and outstanding nuance form the other competing products.

This research reveals numerous advertisements which are used in several car industries all over the world, especially from Japan, America and Italy. Due to a lot of car industries at those countries, the researcher only analyzed two companies for each country. In addition, it is also because their products are well-known as the premium quality and high leveled class in the society. As a consequence of those categories, some companies selling their products in a great deal. Based on *Otomaniac* website, Ferrari and Lamborghini are on the first top ten list of the most expensive car in April 2017.

Car advertising had several eligible reasons to be investigated, especially in linguistic field. Advertising of Mitsubishi, Honda, Ford Tesla, Lamborghini, and Ferrari are the most effective emotional branding in each continent, not to mention that also in the world. This happened since the strategies and applications which have delivered by their advertisers. Each car industries had their own strategy in order to make their products to be able to satisfy the societies' needs.

Nowadays, traffic jam is normal in society due to highly volume of vehicles. The most people in every level of economy class has minimum a vehicle and it indicated that they have persuaded by the advertisers. The results turned out to be advertisement that the advertisers used were more likely hit the costumer's right.

There are some previous studies focusing on persuasive strategies and advertisements have been conducted by several researchers. First, Ulumiyah (2015)

analyzed the persuasive techniques used in advertisement of *Colours* magazine. (Where is the fucking second order? This jumped into the third one. Be very careful) Second, Budiana (2014) analyzed the persuasive techniques used in cosmetics advertisement. Third, Aisah (2008) examined a discourse analysis on the references found in the advertisements published in Jakarta Post.

Some of them conducted the same topic, such as persuasive techniques found in advertisements. The difference between this research with the previous studies are on the persuasive strategies and the objects of the research. To fill the gap, this research provided six brands from different countries and the data are derived from the official website of each car industries while the previous studies analyzed a single brand. This study used Keraf's theories, they are: rationalization is one of the strategies of using mind to give justicifation with logical reason, identification is the strategy that identifying the consumers and current situation, hypnotic is process of using interesting and convincig words or voices to make people believe what the advertiser says, conformity is conforming act to something that has been intended or make something similar with others, compensation is an action or an effort result to find out subtitution of thing which has been unacceptable anymore, projection is the strategy that make the subject become an object, and displacement is process of displacing an intention or something which faced an obstacle with other means and take audience's emotion whether sadness or happiness then give a new product. The researcher chose Keraf's theories because it is effective to analyze the language persuasive strategies in the advertisement. This research analyzed the six car industries all over the world focusing on car industries'

advertisement in Japan, America, and Italy. Those advertisements are chosen as the main object of this research because these three countries have the qualified car products with a good advertisements.

1.2 Research Question

Based on what the researcher stated before, the goal of this research is to get the answer of how do the car industries use persuasive strategies in their advertisements?

1.3 Objective the Study

After having the research question above, this research aims to reveal the persuasive strategies used by car industry advertisement.

1.4 Significances of the Study

The result of the research would give contribution both theoretically and practically. Theoretically, this research gave contribution for discourse analysis researches especially in persuasive strategy to enrich the sample of persuasive strategies.

Practically, this research also gave contribution for the next researcher to find the effective strategy in advertising car product. Designing the advertisement is the important part to get customer's attention. When the advertisement used effective strategies, the customer would agree and decide to use their product and it will be a good income for the producer. Furthermore, this research also gave some

advantages for marketers, salesmen, and negotiators in convince the targets. Also, to figure out the most effective strategy for advertising especially in car industry.

The researcher also wished that this research could give additional information for the other researchers who are interested and the next ones who are planning to investigate their researches in persuasive strategies used in car industries' advertisements. The findings of this research could be their references in investigating persuasive strategies on another areas. It also gave different finding and they could compare their findings.

1.5 Scope and Limitation

The scope of this research guided the researcher to focus on persuasive strategies on advertisement used in car industries advertisement. Then, the researcher limited this research only in investigating persuasive strategies found in car advertisement without analyzing the informative strategies or going further into economic aspects. There are six brands examined in this research, they are Mitsubishi, Honda, Ford Tesla, Lamborghini, and Ferrari. There are many advertisements that made by the advertisers, but in this research the researhcer captured twenty two advertisements to anlyze the persuasive stretegy they used in their advertisements.

1.6 Definition of the Key Terms

To avoid misunderstanding about the basic concept of this research, the researcher gave some basic explanations about the key terms used in this research that could help the reader to understand this research.

1. Persuasive strategy: A tactic of doing things so that people can reach their goals that one has freely chosen for among several option. (Hart,1998:260)

2. Advertisement: Combining picture with language which add some meaning behind that. (Cook,1992:1)

3. Car Industry: The industry concerned with the manufacture and selling of automobiles. (Collins dictionary)

1.7 Research Method

This chapter provides a detail description of research design, research instrument, data source, research subject, data collection and data analysis which the researcher used for this research, as below:

1.7.1   Research Design

This research uses descriptive qualitative research design. It means that the data are collected in the form of words or picture rather than number (Bogan:1992). The researcher analyzed sentences which are conduct to the persuasive strategies used in advertisements. This research described the data that shown in some pictures and simple phrases of some car advertisements. The purpose of this qualitative research is to obtain understanding of persuasive strategy in advertisement. In order to understand the particular events of the advertisement, the researcher has explained the context of the utterances in the advertisements.

1.7.2   Research Subject

This research used advertisement as the subject of this research. Thus, the advertisements had been selected from three countries in six brands. Those are

Mitsubishi and Honda representing Japan, Ford and Tesla representing United States, as well as Lamborghini and Ferrari representing Italy. These numbers of car companies are the well-known name in the world among other advertisements whether in real life or on used in the movie. These countries also have different strategies to get consumer's attention for their products.

1.7.3 Data Source

The source of the data in this research is derived from car advertisements which are made by car industries to introduce their products. These advertisements are in the form of images completed with text (words, phrases, clauses and sentences). Hence, it also provided with pictures which are taken from the official website of Mitsubishi and Honda that representing Asia, Ford and Tesla that representing America and the last, Lamborghini and Ferrari that representing Europe. The data were collected on 4th of April 2017. Then for the second data, the researcher took from the comment section of the videos in the YouTube that were collected on 10th of February 2018.

1.7.4 Data Collection

There are several stages in collecting the data. First, the researcher downloaded the advertisements from the official website of Mitsubishi, Honda, Ford, Tesla, Lamborghini and Ferrari. Then, the researcher investigated and identified the words, phrases, clauses, sentences and pictures of the advertisements that contained the persuasive strategies based on Keraf's theories. For the second

data, the researcher searched on comment review in YouTube channel of the videos, then analyzed the data using Keraf's theories.

1.7.5 Data Analysis

After collecting the data, and then the data are further analyzed, the researcher analyzed the data as stages: first, the researcher categorized the data containing the persuasive strategies used in every car industries to reveal those strategies used in the car advertisements. Second, the researcher described the different strategies they used in order to distinguish the different strategies among industries. Third, the researcher collected the comments from each brands, following by analyzing and categorizing to discover the different strategies they use. Fourth, the researcher interpreted the most effective strategy by comparing with their sales figure to comprehend the most effective strategy among these industries. Based on stages above, the researcher applied Gorys Keraf's theory (2004). Those are rationalization, identification, hypnotic, conformity, compensation, projection, and displacement strategy. Last of all, the researcher will complete this research by putting the conclusions in the last chapter.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains some theories and references related to this research. It covers discourse analysis, advertisement, persuasive strategies, the way to persuade consumers, language style, the function of language style and previous studies.

2.1 Discourse analysis

A part in study about language is called discourse analysis. The word "discourse" itself has meaning as language beyond sentences. The meaning of sentence is not really stated, but it is covered implicitly. It concern with the study in text and conversation. However, as language users, people can afford more than simply realizing correct or incorrect form and structure (Yule, 2010:142).

Discourse is different ways in which humans integrate language with no language, such as different ways of thinking, acting, interacting, valuing, feeling, believing and using symbols in the right places and times. Giving the material world certain meaning, distribute social goods in certain way. Make certain sorts of meaningful connector in experience (Gee, 1999:13).

Discourse analysis can be used to analyze words, sentences, expression and or beyond people expression. Usually people choose to use simple sentence in their communication. Therefore, what words they say, what symbol they gives and how their intonation is not the same meaning as they say but they have certain meaning behind that sentence. Discourse analysis must consider who is communicating with

whom and why, in what kind of society and situation, how different types and acts of communicating evolved and their relation each other (Cook, 2001:3). Persuasion is a part of discourse analysis. Persuasion talks about how the language that used to convince the other, and it talks about how the language is used. It causes that are relationship between persuasion and discourse. There are many persuasive strategies to support how to present the language beyond sentences. Then the following part will talk over persuasive strategies.

2.2 Persuasion

We live in the age of the internet information is available than any person that gives their voice (word of mouth). The expansion of media information is developing widely. Many people try to get attention whether for their advertisements or speeches, different people use different strategy also get different result. Persuasion is one of the action of persuading someone or of being persuaded to do or belief something. People can easily find in the television, radio, pamphlet, also internet. There are many people try to persuade and convince other in their dily life, it means that persuasion is not only use in advertisement, but also in political speech, economic marketing also in daily life.

By using persuasion many people can convince other with pleasure way. (Larson,2010: 2) states that we live in a world in which persuasion messages of various types continually complete for our attention, our beliefs, and our actions. Ironically, the exciting yet treacherous times in which we live depend heavily on successful persuasion for us as persuaders in our decision making. It means that

people need to understand what the pleasure or the best way to make others believe in their arguments.

There are many people did not recognize that they being persuaded with someone else, just like what Mulholland says that many people are prepared accept that they spend a good deal of time each day in talking with and writing to others, as well in listening, reading, and replying. They are often less prepared to accept that each of these social encounters is done with some purpose in mind, and that each person involved is trying to achieve some goal. They have no difficulty in recognizing that there is persuasive intent in the language of an advertiser or a politician, and can analyze some of the tactics that are used, but they give much les attention to and even deny the existence of their own purposes and tactics as they meet and talk with friend.

In short, persuasion will always deal with the process of changing someone's thought, and believing to something new. People need to understand persuasion, because it not only use for advertising, but also use in politician world. With persuasion, people do not need hard effort to convince other or intimidation. The advertiser can advertise their product in pleasure way.

2.3 Persuasive strategies

Persuasion will always deals with the process of changing someone's idea, thought, believe or act. By doing persuasion, the speaker tries to convince with smooth conversation without any hard pressure and intimidation. Persuasive strategy is a way how to persuade people in a pleasure way. There are some theory

of persuasive strategy, such as Aristotle, Cialdini, and Gorys Keraf. In every single theory will give different strategy to achieve the goal.

Aristotle (1954) argues that there are three strategies to convince people, they are Ethos, Pathos, and Logos. Ethos is the company's character or image, used the credibility and quality to convince the consumers. Pathos is the emotion of audience, the advertiser tries to get consumer's attention by taking their emotion. Logos is logical argument, the advertiser will always states the logical information about their product.

Keraf (2004) argues that persuasive strategies are divided into seven elements, they are rationalization, identification, hypnotic, conformity, compensation, projection and displacement. This part will discuss about definition of each persuasive strategies.

a. Rationalization

Rationalization is one of the strategies of using mind to give justification with logical reason. In this strategy, the presenter or the advertiser needs only some statements as the proof to justification their product quality. The advertiser should know what the consumers need. Based on definition above, the example of rationalization can be seen in Mie Sedaap advertisement, the advertiser shows that in their product used the real egg with the delicious noodle.

b. Identification

Identification is the strategy by identifying the consumers and the situation accurately. Advertisement should relevant with the target consumer, whether they are adult, teenager, children and appropriate with their job and or faith. Identifying the situation is very useful for getting the best response. By identifying them, the advertiser will know the appropriate word they use. The example of this strategy is in the *clean n clear* the advertiser use the teenager as their model, it is shows that *clean n clear* is a product which fit to all teenager.

c. Hypnotic

Hypnotic is process of using interesting and convincing words or voice to make people believe what the advertiser says. Using interesting words, gestures, colors background or use famous idol will make consumers hypnotic. Combination between models, interesting words, sound, and colors background, it is become interesting. The example of this strategy is in the *Tim tam* advertisement, which use Pevita Pearce as the model who bites the tim tam biscuit in the calm situation till her friends look at her enthusiastic.

d. Conformity

Conformity is conforming act to something that has been intended or to make something similar with the others. This strategy is the way of thinking to adjust the advertiser with the consumer's condition. Sometimes the advertiser make the advertisement which similar with something famous

at that time, then the consumer will interest at that advertisement. The example of this strategy is in the advertisement of *Xperia XZ* which has a big screen and powerful battery, fit with this era which is many people interest to use big smart phone and powerful battery.

e. Compensation

Compensation is an action or an effort result to find out substitution of thing which has been unacceptable anymore. The product give the application that they cannot find on the other product. The example of this strategy is in the Garnier light advertisement, the advertiser show that if people use their product they will get brighter skin in a few day and looks like ChealseaIslan who seems always beautiful and perfect after wearing their product

f. Projection

Projection is the strategy that make the subject become an object. It will show the disadvantages of other product and then show the advantages of their product to show the different of the product. The example of this strategy can be seen in the *Dettol* advertisement which is shows that there are many advantages if people use its product such as bath set protecting from germ or protecting from injured.

g. Displacement

Displacement is process of displacing an intention or something which faced an obstacle with other means and take audience's emotion whether sadness or happiness, then give a new product. For example in

Dove shampoo advertisement, there are two girls that one of them use Dove shampoo and other are not use other shampoo, after hair styling who use Dove still has a smooth hair, while other has a problem of her hair. Then who did not use Dove feels sad and who use Dove feels happy for this result.

2.3 Advertisement

Combining picture with language which add some meaning behind that is definition of advertisement (Cook,1992:1). Advertisement usually deals with picture, music and words compose in one frame. This is one of effort to get costumer's attention, it's also famous in business world. Tanaka (1994:2) argues that advertising consist of code and decode. Then, the hearer have to decode what behind the advertisement. Klepper (1986:22) states that advertisement is a tool in helping company to inform the customers about their product. In delivering message, it is not only information but also persuasion.

The advertisement should be provide the right product for the customers, not the right customer for the product (Kotler, 2016:34). Then the company should read what the customer's need. The company holds the key to achieving organizational goals for being more effective than other competitors in creating, delivering and communicating to the customer.

Schwab (1985) states that to get customer's attention the advertisement should have two qualities. First, it should be interesting in seeing the layout. Second, it should convey the feeling of movement and

action. When the advertisement have those two qualities, the company will get more customer's attention

Today's advertising is more complicating. Message creation and presentation need of board knowledge, creativity, skills, and also experience. Advertiser can use any of numeral advertising media to convey the message. Widely used media are print media (such as magazines, newspapers, pamphlets, etc), outdoor media (sign board, wall printing, vehicle, banners, etc), or Audio-visual media (radio, television, film, internet, etc).

Advertisement always takes attention in human daily. Generally advertiser will advertise their product in television, radio, newspaper, and also in every corner street. Then the customer can imitate what the advertiser do in their advertisement, especially in utterance, expression, jingle, till what the model did in the advertisement. Then the advertiser have to create the advertisement in special way for easy to remember.

2.4 Car Industry

Car industry is a place to produce some brand of car. There are many car industries in the world, but they have a characteristic in every single brand. In this research, the researcher take six brand of car especially come from Japan, United of America, and Italy, they are: Mitsubishi, Honda, Ford, Tesla, Lamborghini, and Ferrari.

2.4.1 Mitsubishi

Mitshubishi Motors Corpoation is a Japanese multinational automotive manufacturer headquartered in Minato, Tokyo, Japan. In 2011, Mitsubishi Motors was the sixth biggest Japanese automaker and the sixteenth biggest worldwide by production. From October 2016 onwards, Mitsubishi is one-third (34%) owned by Nissan, and thus a part of the Renault–Nissan–Mitsubishi Alliance. Besides being part of the Renault–Nissan–Mitsubishi Alliance, it is also a part of Mitsubishi *keiretsu*, formerly the biggest industrial group in Japan, through the corporation's minority 20% stake in Mitsubishi Motors, and the company was originally formed in 1970 from the automotive division of Mitsubishi Heavy Industries.

Mitsubishi Fuso Truck and Bus Corporation was formerly a part of Mitsubishi Motors, but is now separate from Mitsubishi Motors, which builds commercial grade trucks, buses and heavy construction equipment, and is owned by Daimler AG (though Mitsubishi continues to own a small stake).

2.4.2 Honda

The Honda Foundation was established in December 1977 at Japan by donations from the founder of Honda Motor Company, Soichiro Honda, and his younger brother, Benjiro. The Foundation was established as a result of the First Discovery International Symposium that had been held the previous year.

As a manufacturer of motorcycles and automobiles, Honda has been unceasing in its exploration of the idea of what role the motorcycle and automobile should play in society. Especially with safety, the company recognized the importance not only of the conventional approach of upgrading product performance, but also of active efforts towards safety education. Based on this awareness, Honda created its Driving Safety Promotion Center in 1970.

2.4.3 Ford

Henry Ford incorporated his Ford Motor Company in June 1903. The new company took over the assets of a limited partnership Ford had formed the previous year with Alexander Y. Malcomson. Ford provided the mechanical skills and Malcomson the initial capital for a partnership that would produce passenger vehicles powered by internal-combustion engines. Because he had already tried twice to develop a successful automobile business.

Ford had a design for a car and a plan for how to assemble it at the shop he and Malcomson had rented. He intended to rely on others to make most of the components. Ford &Malcomson contracted with the Dodge Brothers (John and Horace, founders of the auto company that would eventually become part of Chrysler) to manufacture 650 chassis, consisting of engine, transmission, and axles; they contracted with the C.R. Wilson Carriage Company for wooden bodies; and they secured additional components from other suppliers. As the partnership moved into production, they incorporated the Ford Motor Company so that they could enlist other investors as stockholders and thereby raise the capital necessary to actually assemble the planned 650 automobiles. Barely staying ahead of creditors

thanks to James Couzens, an assistant who worked for Malcomson, Ford was able to produce the autos and sell them, setting the stage for placing a new set of orders to suppliers for a modified 1904 model and, more significantly, the Ford Motor Company's development into one of the important innovators of the early automobile industry.

2.4.4 Tesla

Tesla was founded in 2003 by a group of engineers who wanted to prove that people didn't need to compromise to drive electric – that electric vehicles can be better, quicker and more fun to drive than gasoline cars. Today, Tesla builds not only all-electric vehicles but also infinitely scalable clean energy generation and storage products. Tesla believes the faster the world stops relying on fossil fuels and moves towards a zero-emission future, the better.

Tesla's vehicles are produced at its Fremont factory in California, where the vast majority of the vehicle's components are also made. As Tesla continues to expand its product line, Tesla's production plan is also set to increase to a rate of 500,000 vehicles a year by 2018.To create an entire sustainable energy ecosystem, Tesla also designed a unique set of energy solutions, Powerwall, Powerpack and Solar Roof, enabling homeowners, businesses, and utilities to manage renewable energy generation, storage, and consumption. Supporting Tesla's automotive and energy products is the Gigafactory – a facility designed to significantly reduce battery cell costs and, by 2018, produce more lithium-ion batteries annually than were produced

worldwide in 2013. By bringing cell production in-house, Tesla manufactures batteries at the volumes required to meet production goals, while creating thousands of jobs.

2.4.5 Lamborghini

Automobili Lamborghini S.p.A. is an Italian brand and manufacturer of luxury sports cars. Lamborghini's production facility and headquarters are located in [[Sant'Agaegghed marques such as Ferrari. The company's first models were released in the mid-1960s and were noted for their refinement, power and comfort. Lamborghini gained wide acclaim in 1966 for the Miura sports coupé, which established rear mid-engine, rear wheel drive as the standard layout for high-performance cars of the era.

Lamborghini grew rapidly during its first decade, but sales plunged in the wake of the 1973 worldwide financial downturn and the oil crisis. Ferruccio Lamborghini sold ownership of the company to Georges-Henri Rossetti and René Leimer and retired in 1974. The company went bankrupt in 1978, and was placed in the receivership of brothers Jean-Claude and Patrick Mimran in 1980. The Mimrans purchased the company out of receivership by 1984 and invested heavily in the company's expansion. Under the Mimrans' management, Lamborghini's model line was expanded from the Countach to include the Jalpa sports car and the LM002 high performance off-road vehicle.

The Mimrans sold Lamborghini to the Chrysler Corporation in 1987. After replacing the Countach with the Diablo and discontinuing the Jalpa and the LM002,

Chrysler sold Lamborghini to Malaysian investment group MycomSetdco and Indonesian group V'Power Corporation in 1994. In 1998, MycomSetdco and V'Power sold Lamborghini to the Volkswagen Group where it was placed under the control of the group's Audi division. New products and model lines were introduced to the brand's portfolio and brought to the market and saw an increased productivity for the brand Lamborghini. In the late 2000s (decade), during the worldwide financial crisis and the subsequent economic crisis, Lamborghini's sales saw a drop of nearly 50 percent.

2.4.6 Ferrari

The company's story officially began in 1947 when the first Ferrari emerged from the historic factory entrance on Via AbetoneInferiore in Maranello. The 125 S, as it was known, embodied the passion and determination of the company's founder. Enzo Ferrari was born in Modena on February 18th 1898 and died on August 14th 1988. He devoted his entire life to designing and building sports cars and, of course, to the track. Having been made an official Alfa Romeo driver in 1924, within five years he had gone on to found the Scuderia Ferrari on Viale Trento Trieste in Modena which assisted mostly gentlemen drivers in racing their cars. In 1938, Enzo Ferrari was appointed head of Alfa Corse but quit the position in 1939 to set up his own company, Auto Avio Costruzioni, which operated out of the old Scuderia buildings.

2.5 Previous studies

There are several researches about persuasion especially persuasive strategy used in advertisement. It is taken from undergraduate theses in Universitas Islam Negeri Maulana Malik Ibrahim Malang. First, Ulumiyah (2015) "Persuasive technique used in advertisement of 'colours' magazine" she investigates the kind of persuasive in advertisement and the function of each techniques used in colours magazine. She uses Larson (2004) theory which is persuasive technique divided into two parts, intensification and downplaying. Intensification also divided into three parts, repetition, association, and composition. Downplaying also divided into three parts, omission, diversion and confusion. After investigating the data, she finds that colours magazine uses five techniques to persuade its reader, there are repetition, association, composition, omission and diversion.

Second, Budiani (2015) "An analysis of persuasive techniques used in cosmetics advertisements" She analyzes Maybelline and L'Oreal advertisement. She uses Keraf and Aristotle's theory for completing her analysis. She finds that Maybelline and L'Oreal uses five techniques in their advertisement, there are rationalization, identification, suggestion, and conformity. Also she finds persuasive techniques in personal character, putting audience attention and apparent proof of evidence by Aristotle theory.

Third, Aisah (2008) "A Discourse Analysis on the reference found in the advertisement published in Jakarta Post" She focused on the references of the advertisement that published on Jakarta Post. She investigated the type of references on Jakarta Post. Her result of her study that she found the types of

references, they are personal reference, demonstrative reference and comparative reference.

From the previous related studies above, there are many researchers which used persuasive strategies in their research but in different areas. Persuasion is very beneficial in many fields of human life, such as in advertisement, slogan, political speech, and newspaper. The researcher takes car industries which is located in Japan, United State of America, and Italy. In addition, this research also uses Keraf's theory for analyzing the data, which is most of the previous studies uses for completing their research.
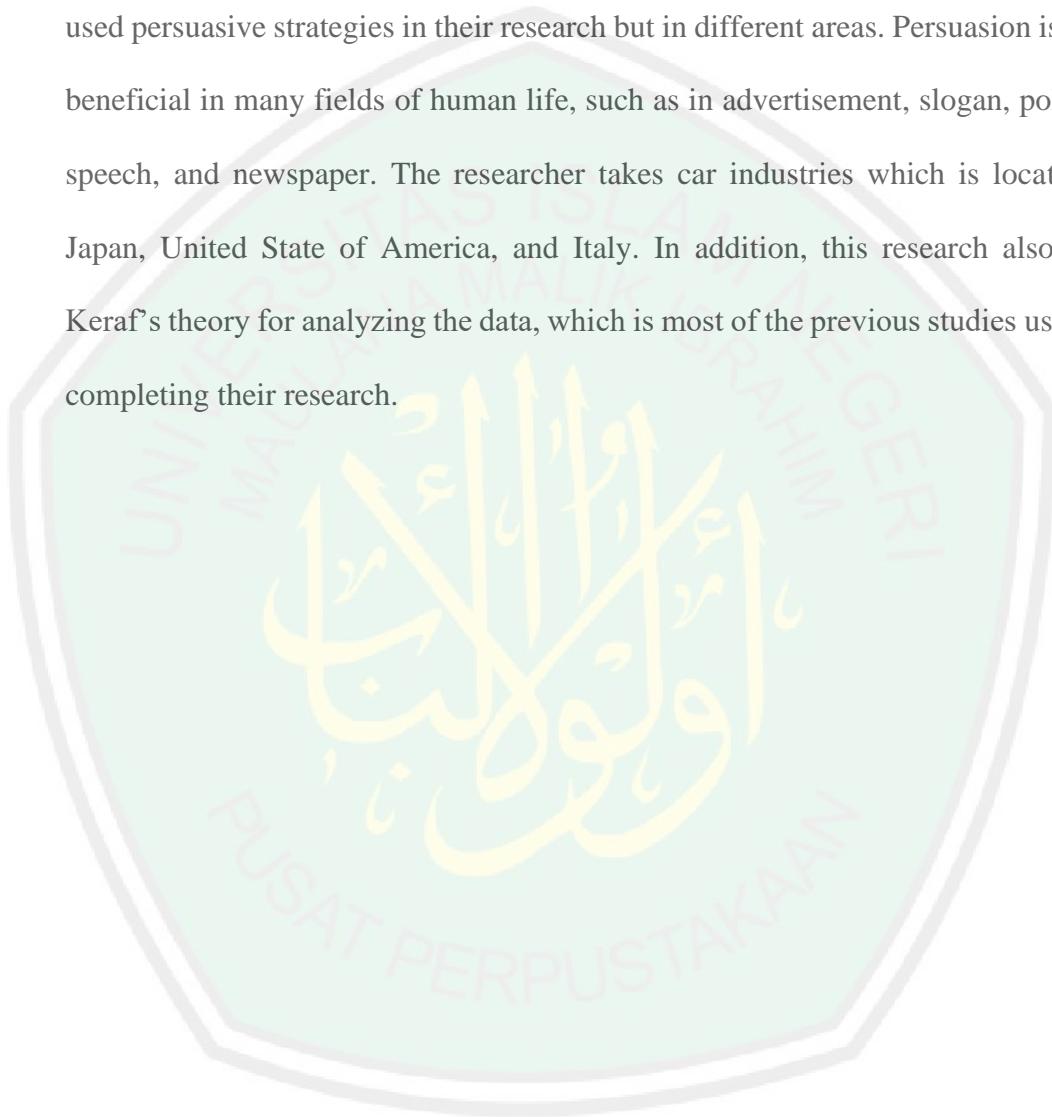
CHAPTER III

FINDINGS AND DISCUSSION

This chapter identifies and discusses the finding on the type of persuasive strategies used in car industries' advertisement. There are six brands they are Mitsubishi, Honda, Ford, Tesla, Lamborghini, and Ferrari. The type of persuasive strategies are based on Gorys Keraf (2004) theories.

3.1 Findings

The data are taken from six car industries' advertisements. It is found that there are 22 data which are related to the research question. The data are taken from advertisements of car industries launched on April 2017 until October 2017.

3.1.1 Kind of Persuasive Strategies

In the data that have been analyzed, the researcher found 3 types of persuasive strategies that used in car industries' advertisements, those are identification, rationalization, and compensation strategy. The most strategy used in the advertisements is identification strategy. There are 11 advertisements that used identification strategy to advertise the cars. On the other hand, there are 7 advertisements that used compensation strategy and 4 advertisements that used rationalization strategy. The other strategies such as hypnotic, conformity, projection and displacement are not found within those advertisements.

3.1.1.1 Rationalization Strategy

Rationalization strategy is one of the strategies that uses mind to give justification with logical reason. The advertisers only needs some statements to

prove the quality of their products. In this strategy, the researcher found four data which ~~is~~ are indicated that it used rationalization strategy; they are datum 3, 4, 11~~,~~ and 12. The advertiser gave some statements to prove the quality of their products by using convincing words.

Datum 3
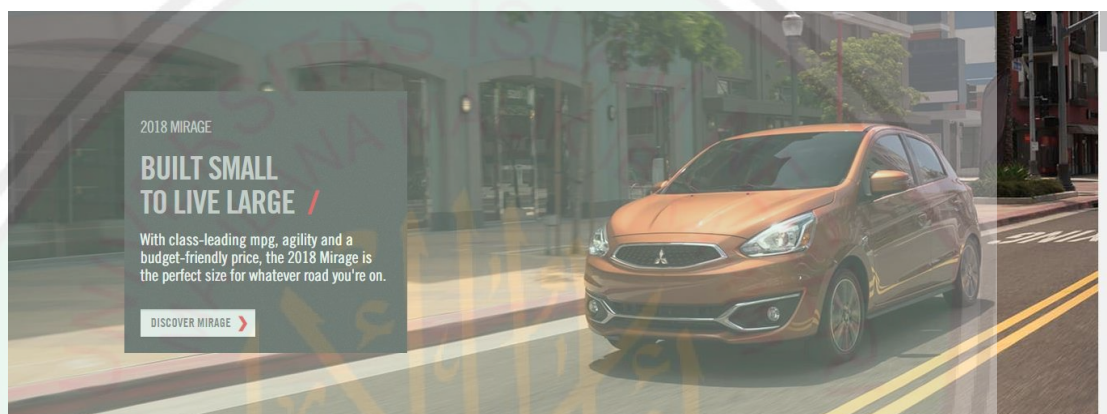
The third advertisement's headline is "Built small to live large"

Analysis:

The Mitsubishi Mirage is a compact car that is enough to carry 4-5 people. Despite the type of this car is compact, the advertiser also showed the advantage of this car by the statement "to live large" which means ~~that~~ this product has a high quality, because it is an economic gasoline car. This car is the replacement of Mitsubishi Lancer as a sedan variant of the Mirage and it has been widely sold as the Mitsubishi Lancer. Moreover, this car has five doors with hatchback[1]. Additionally, this car is also called Mitsubishi Space Star in Europe and Singapore.

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[1] Hatchback is a car body configuration with a rear door that swings upward to provide access to a cargo area.

This advertisement tried to persuade the readers by rationalization strategy. The advertiser shown that this car is economic fuel model, and of course, the readers then would be interested in this advertisement because the message is catchy to grasp by the readers. Beside the simple model the car is built in, it is also the type of economic fuel too, and these are the best choice those who loved a simple compact car to drive with.

Datum 4
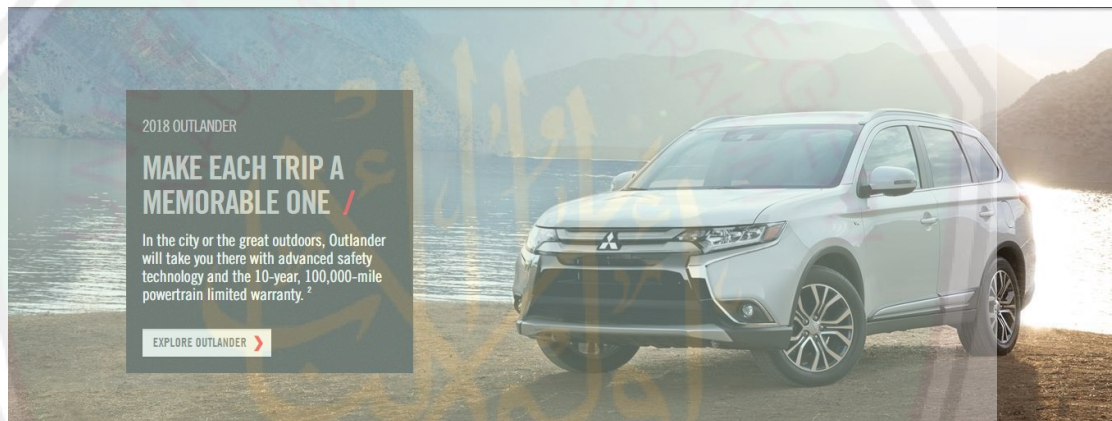
The fourth advertisement's headline is "Make each trip a memorable one"

Analysis:

The advertiser wanted to announce that Mitsubishi Outlander is the best car for touring. Correspondingly, this car is a comfort car for any race even in usual road, hill road, also in dale road. The Mitsubishi Outlander is pitched toward families like never before. The emphasis is on efficiency, comfort, and functionality but somewhat anonymous appearance, as the brand said farewell to the bold designs and performance characters. This product designed with bold styling with shark-nose front end, performance-tinged interior, elegance, simple, modest, and tasteful

look. As one of the lowest-priced vehicles offering three rows of seating, the outlander could fit up to seven till eight passengers and bring in good driving position. By that specification, this car served the comfortable driving, and then when the customer used this car, they would get unforgettable trip memory.

Based on Keraf's theory, this advertisement used the rationalization strategy to persuade customer to choose this product by the attracting sentence. Thus, people genuinely want to generate great experience in every trip they will be going through. Then, this advertisement used the convincing word "memorable" for persuading reader.

Datum 11

The eleventh advertisement's headline is "Expedition EL provide room for eight adults and acres of cargo space"

Analysis:

The statement of "provide room for eight adults and acres of cargo space" implied that Expedition El has a large room which is enough for eight adults. Back in the late twentieth century, when fuel prices went up and economy down,

consumers began sidestepping in droves body on frame SUVs in the showroom. The Expedition EL is a classic, purposeful, and well-proportioned appearance by 22-inch wheels. In addition to large space that enough for up to eight passengers, this car also designed with a space for cargo. It looks like many advantages can customer get when they choose this car for their partner.

According to Keraf's theory, this advertisement used the rationalization strategy for advertising their product. They applied logical reason that this car has three rows which are enough to take eight adult passengers in time, also, it provided with the cargo space behind. Hence, the costumer who partnered with this car could happily enjoy many advantages within one product. The advertiser used convincing sentence to in order to persuade the reader to take this product as their trip partner.

Datum 12

F-250 Super Duty

Editors' Rating ⓘ
★★★★★

Prices Starting at
$33,830

Brutish power and payload capacity remain key traits of the F-250, while aluminum construction brings it into the 21st century.

The twelfth advertisement headline is "F-250 while aluminum construction brings it into the 21st century"

Analysis:

Technically, Ford F-250 Super Duty marked the start of the fourth generation of heavy-duty truck in 2017. But lately, Ford launched new Super Duty, not just new powertrain, also a refresh exterior. When firstly introduced, the Super Duty name was just F-150 which is for personal use and F-250 for more serious work dedicated activities. Nowadays, the F-250 has improved so greatly that every people can use this truck as a personal vehicle not just as workhorses.

Time by time, the readers would choose the complete product to fulfill their daily need. Due to that reason, then this product is the best choice for them to be partnered with. In addition to its function as a personal car, this car could be the best work partner for the customers. Practically, this product was quite economical when it comes to its cost because the personal and workhorse functionality are merged into one car. According to Keraf's theory, the advertiser used rationalization strategy because the advertisement explained that this car is producing in the 21st century and disclosed the transformation.

3.1.1.2 Identification Strategy

Identification strategy is the strategy of identifying the customer target or identifying the situation. By well identifying these two elements, the industry as the producer would produce appropriate products and then the advertiser team would choose appropriate words which are convincing enough. There are eleven data that used identification strategy to persuade customers accurately as they expected to be, this found in datum 1, 2, 5, 6, 7, 17, 18, 19, 20, 21, and 22. From these data, the

researcher found that advertiser used identification strategy to persuade customer with the identifying description about their product deeply.

Datum 1

The first advertisement's headline is "Silent, Powerful, Innovation"

Analysis:

Silent, powerful and innovation are the statement that put into view to the customers of Mitsubishi's technology that genuinely has a taste of modern technology. On the official website of Mitsubishi, it said that silent indicated the soft engine, because this Mitsubishi Outlander has sound insulation feature to keep the cabin quite that figured by silent.

Powerful indicated this car has a special power that consist of 2.0-liter 4-cylinders gasoline engine coupled with an electric powertrain, derived from the electric systems used on the Mitsubishi i-MiEV. Two 60 kW electric motors independently power the front and rear wheels, while the gasoline-powered engine can be used as a generator for the motors and/or power the vehicle directly.

Innovation has the meaning that they have a developed technology. They redesigned model in lightweight body that weighs approximately 90 kilograms less than previous model. Fuel economy has been improved over the previous model. The interior dashboard covered with soft touch material also redesigned seat with better material.

After applying Keraf's theory, the advertisement above used identification strategy to advertise the product. It can be seen from the word that advertiser used, it indicated that the advertiser clearly identified the characteristics of the product. Customer will be more interested because the advertiser worked with the attention-grabbing words to persuade the readers to choose this product. This advertisement applied three words that easily expressed the advertiser means.

Datum 2

SAFETY
TECHNOLOGY FOR ALL AROUND SAFETY
Advanced safety technology supports safer, more confident driving — on the road and in parking lots, day and night. From intelligent sensors that track your surroundings and warn you of danger to active driving assistance and solid passive protection, the OUTLANDER PHEV delivers all around high levels of safety.
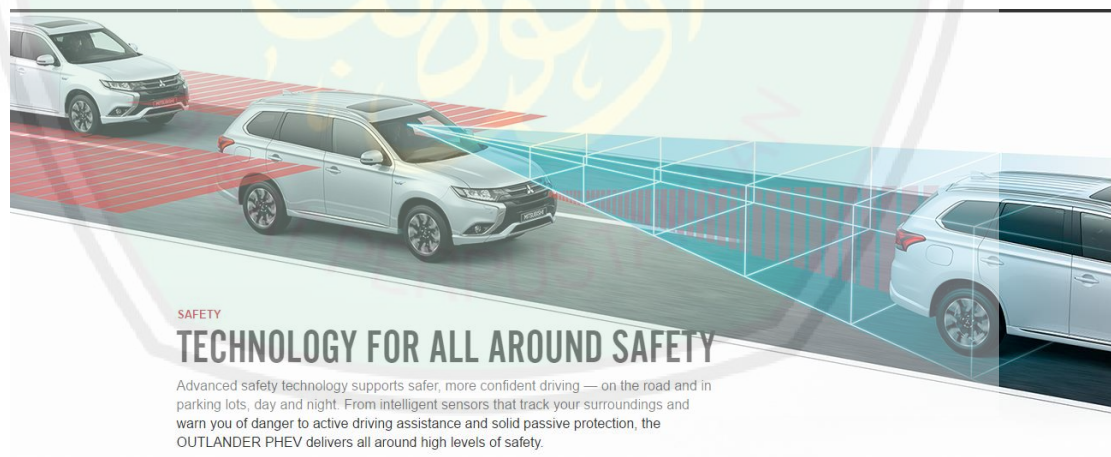
The second advertisement's headline is "Technology for all around safety"

Analysis:

According to the official Mitsubishi website, Mitsubishi provided the best technology with the complete safety features including airbag and departure warning system. The Outlander has the standard driver and passenger front airbag, a driver knee airbag to reduce leg injury in a crash, also front side torso airbags. It has an intelligent sensor and track surround and warn the driver to active driving assistance and protect the driver and passengers. This car also received a top score of "Good" in every category in Insurance Institute for Highway Safety tested.

According to Keraf's theory, this advertisement used identification strategy, because the advertiser tried to convey the information and advantages of the product. The advertisement used the phrase "all around" which is having the meaning that wherever you are going through, you will always be safe with Mitsubishi Outlender in your hands. Then the reader would be interested in the advertisement, because the message the advertiser trying to deliver are so catchy for the readers.

Datum 5

The fifth advertisement's headline is "Developing innovative technologies to meet future global needs"

Analysis:

From the statement above, it shown that Honda Civic has grown up in developing technologies and feature the most comfortable and sophisticated interior of any civic ever to save customer future global needs. According to the official Honda website, this car used Collision Mitigation Braking System (CMBS) for the innovative technology that can help break the vehicle when it senses an otherwise unavoidable collision with a vehicle in front. Then, the system will warn the driver if something bad going to happen or even unavoidable crash will strike.

Due to highly volume of vehicle, it caused traffic jam, but not everyone notices that salvation so bets. Accident can strike wherever, whenever to whoever. Ironically, some people are driving such in rush on their way so it led into paying less attention for their own safety. Then in this case, Civic has CMBS that protected the driver and passengers inside the car from the accident. The future customer global need is taking the most safety into car. Then Honda released a car with a safety system.

Based on Keraf's theory, this advertisement used identification strategy because the advertiser identified the market needs. Nowadays, people will choose the best technology for saving their future global needs.

Datum 6

The sixth advertisement's headline is "Lifestyle enriching creativity and innovation"

Analysis:

Lifestyle enriching indicated that Honda Civic has a different style design for their cars, they always enrich their design for developing their style. The other part of official Honda website said that the first Civic was introduced in July 1927 as a two-door model, followed by a three-door hatchback in September. As the customers shifted to minivans and compact cars increasingly, the production of non-hybrid Civic ended in August 2010. However, the Civic was reintroduced into the Japanese market with the launch of the tenth-generation model in 2017.

Creativity and innovation mean that Honda Civic has a developed technology and appearance. The tenth-generation Civic featured new fastback exterior design, with the rear C-pillar flowing into the tailgate. The front of the car featured a new chrome design that flowing across the top of the headlamps. The redesign interior used digital driver information interface in 7-inch LCD positioned

directly behind the steering wheel and in the driver's line of sight. Nowadays, Civic has the five-doors hatchback.

After applying Keraf's theory, this advertisement used identification strategy. The advertiser tried to identify the special characteristics of the product with an interesting word. This advertisement conveyed in three words that simply and catchy "Lifestyle enriching, creativity, and innovation" which are the best combination words that figured the best product. Thus, the customer would easily hit the hints and choose this car on their own convenience.

Datum 7

The seventh advertisement's headline is "Making cars for every lifestyle"

Analysis:

The sentence "making cars for every lifestyle" indicated that Honda produced the car that can be used in every lifestyle. According to Honda automobile, this industry produced some kind of cars such as sedan, SUV, minivan, and truck. This gave the customer options to choose which one they really want for their own based on their personal style. Some people love to drive sedan, some

other prefer SUV, some other choose minivan, the entire model of what consumer's need Honda has already been the one that fulfilled their need.

From the data the researcher analyzed, this advertisement deployed the identification strategy to explain that Honda has many models that can be used in every race area, it also provided a different style for each model. Stimulatingly, the advertiser used the appealing words and catchy meaning. Expectantly Using this word since the advertiser expect such comprehensive understanding towards the ad that made by those simple and catchy words, the reader would easily to catch the message of this advertisement.

Datum 17

The seventeenth advertisement's headline is "Raging technology"

Analysis:

Lamborghini is an outstanding brand renowned with its power and speed. This Huracan has reworked the concept of super sports cars and taken the notion of performance to levels that never seen before. Based on official Lamborghini

website, it was designed with one thing that is 'to be the fastest' as well as the car has been completely updated, improving the engine, increasing the performance of the steering and suspension. Also, the all new features of the Huracan Performante Searched to be this one suitable for the name of the product expressed the product's superb performance. Raging technology indicated that Lamborghini has a powerful speed ~~till~~ as it figured by raging. Last but not least, this car has 610 metric horsepower and 4 wheels drive.

This advertisement used the identification strategy based on Keraf's theory to promote their product through the advertisement to the readers. The advertiser chose a simple phrase that easy for the readers to catch the message beyond the advertisement by explaining the superiority of the product in speed field. They figured by 'ranging' for its speed.

Datum 18

The eighteenth advertisement's headline is "Sculpted by the wind"

Analysis:

According to the official Lamborghini website, the sculptured and sensual Huracán's design is based on the spiky hexagonal forms of the carbon atom, while

the seamless roof profile is an unmistakable mark of the Lamborghini DNA. The Huracán is unique even in the dark, thanks to the alluringly "technological" light of its full-LED lighting system. Thus, the readers are pleased to choose their favorite Lamborghini Huracán and discover its technical specifications. Followingly, sculpted by the wind referred to its speed. Since Lamborghini is famous by its speed, the advertiser wanted to announce that this product is the best product because it has greater speed than its peers. It can be seen from the word "sculpted" which implied that this car has greater speed, as fast as wind.

According to the data analyzed by the researcher, the advertisement used Keraf's theory identification strategy to advertise their car. Hence, the advertisement explained the speed of the Lamborghini Huracán. It has super horse power and it can penetrate the wind. At last, the advertisement designated that the Huracan is the sport car that should be the fastest car than other.

Datum 19

WE ARE NOT SUPERCARS. WE ARE LAMBORGHINI.

The nineteenth advertisement's headline is "We are not super car, we are Lamborghini"

Analysis:

The advertisement aimed to announce that Lamborghini is more than supercars. Lamborghini is one of famous brand for sport cars. The advertiser did not want to compare between Lamborghini and other supercars because Lamborghini is more than any of them. Back to official Lamborghini website, it has mottos on creating their cars "if you can dream, you can build. If you can inspire, you can lead. If you can wait, you can last. If you can see the future, you can write your history. If you can create uniqueness, you can make the difference. We are not supercar, we are Lamborghini" that is why Lamborghini did not into comparison with any supercar. Uniquely, they have characteristic that no one brand has. Begin with a dream so they build and create. Then they inspire other until they can lead the car competition. Therefore, they patiently waiting in producing car and they feel lasting in automobile world. Later, they caught into the future about what the customer's need the next and then the customer would write a good history. And one thing that Lamborghini is Lamborghini, this industry generated the uniqueness that no brand can even handle it, then Lamborghini is not a supercar but Lamborghini is Lamborghini.

The advertisement tried to convince the reader to acknowledge that no one could stand a chance Lamborghini using ultimately inspire words. Actually, the word "supercar" is the most level in automobile world, but Lamborghini did not

want to compare their product with a supercar because they have a special unique characteristic. Based on the data analyzed by the researcher, the advertisement used Keraf's theory identification strategy to advertise their car. The advertisement explained the level of the Lamborghini Huracán, it is not supercar but a level beyond of that.

Datum 20

The twentieth advertisement's headline is "Super fast Shift to the 12th dimension"
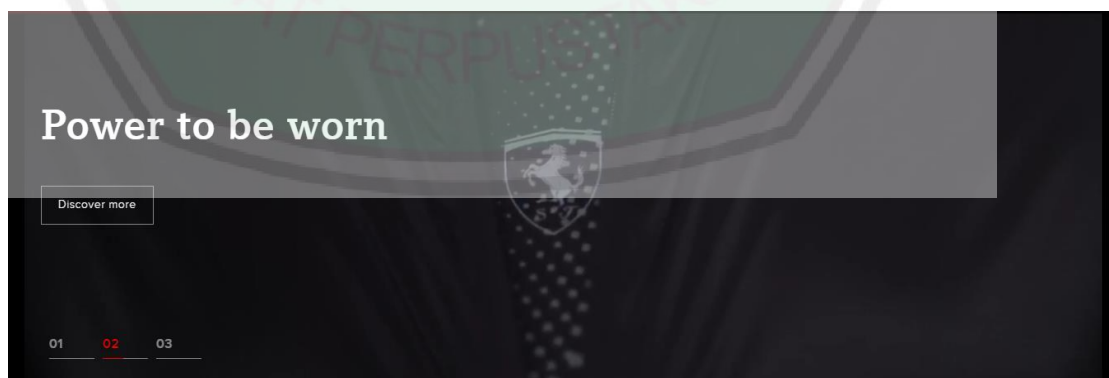
Analysis:

The advertisement wanted to announce that this type of car has a super power and speed by the word "superfast" it referred to its speed. Ferrari committed to continually improve the performances in each new model, both in terms of speed and augmented vehicle dynamics for a more exhilarating driving experience, also created in a better shape and technology to fulfill the daily customer's needs. The

812 superfast is the first Ferrari to introduce Electric Power Steering (EPS) which in line with Ferrari tradition, it is used to fully exploit the potential of the car in terms of performance by integrating it with all of the electronic vehicle dynamics control.

The car also introduced the virtual short wheelbase 2.0 system which combined the electric front-wheel steering assistance with the mechanical concept built around tire dimension and the rear-wheel steering. In accordance to the data analyzed by the researcher, this advertisement used identification strategy to convince the reader to shift this car on their own. The advertiser simply explained about the speed of car, because nowadays many of the customers need a super-fast and economy fuel vehicle. Then, this Ferrari has the solution for that matter. Based on that sentence, the advertiser used Keraf's theory identification strategy to advertise their car. Thus, the advertisement explained the speed of the Ferrari Portofino.

Datum 21

The twenty-first advertisement's headline is "Power to be worn"

Analysis:

Ferrari puts forward the power for its cars. It is seen in this advertisement that the advertiser used word "worn" which indicated that Ferrari really is outstanding by its power. It is capable of unleashing sprinting from 0 to 100 km/h in just 3.5 seconds, the Ferrari Portofino is the most powerful convertible to combine the advantages of a retractable hard top, a roomy boot and generous cockpit space plus two rear seats suitable for short trips.

The advertisement expressed clearly that this car has a super horse power to show the reader. From the simple sentence "power to be worn", the reader can easily catch the message of this advertisement. It is simple and easy to catch, and of course, it identified the specification of it. According to Keraf's theory, this advertisement used identification strategy to persuade the reader by providing the specification.

Datum 22
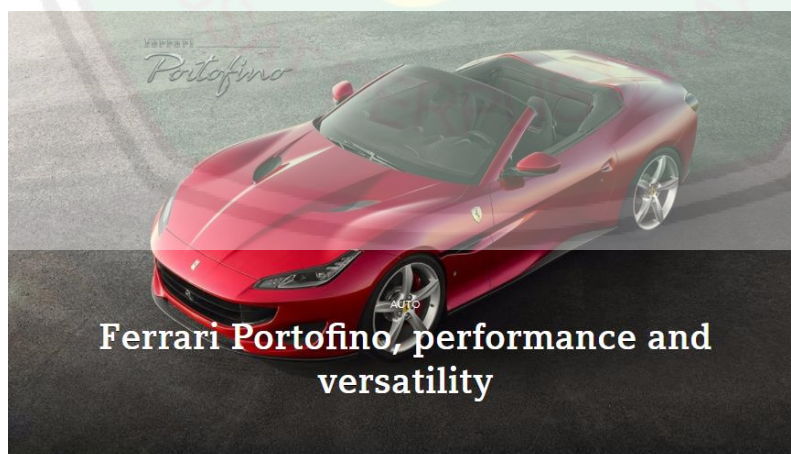
The twenty- second advertisement's headline is "Performance and versatility"

Analysis:

The Ferrari Portofino is a grand touring sports car produced by Italian manufacturer. This car seized modern performance theme; it created in two rows seats with a hatchback door. Based on official Ferrari website, the other performance gear included an electronic limited-slip differential and an adaptive suspension. The luxury Portofino featured as a retractable hardtop roof and a 10,2-inch infotainment touch screen and a comfort seat. When the hard top went up, it is two-boxes fastbacks opposed to a more usual three-boxes design. The Portofino designed aggressively but still it looks so pretty and bold.

By applying Keraf's theory, this advertisement used the identification strategy to persuade reader. The advertiser tries to explain the beauty of Ferrari Portofino performance in simple words. There are many development features in this new level entry car.

3.1.1.3 Compensation Strategy

Compensation strategy deals with giving the application that they cannot find on the other product except in their product itself. The researcher found eight data that used compensation strategy, they are found in datum 8, 9, 10, 11, 13, 14, 15, and 16. The advertiser chose the attention-grabbing words that indicated their cars are the best one which its features cannot be found in the other product.

Datum 8

The eighth advertisement's headline is "Ford is the most trusted SUV automotive brand"

Analysis:

Ford is one of many brands in the United States of America. The statement "the most trusted SUV automotive brand" indicated that there is no other trusted automotive brand in America to produce SUV. Ford is one of America brand that sold widely in the entire world. Thus, Ford famous with its SUV product, there are four SUV models namely Edge, Explorer, Escape, Expedition. Furthermore, Ford provided different style in each model. Every model is capable, convenient, and versatile. According to the official Ford website, they provided the power to tow a trailer, accelerate past a slow-moving vehicle in front of you or merge onto a highway. They have a comfortable seats that accommodates up to eight passengers, it also provided with a large space for your cargo, so that the customers could simply fold down the rear seat for space on demand.

After applying Keraf's theory, it is found that this advertisement used compensation strategy that aimed to tell the reader that no one brands trust as Ford, because Ford has four SUV models and it is enough to cover what you really want and need.

Datum 9

The ninth advertisement's headline is "We own work"

Analysis:

This advertisement meant that Ford dominates in every work. The advertisement insisted to announce that Ford can be use in every job. There are several advantages included if the customers choosing this product for their partner, such as best in class conventional towing. Based on the official Ford website, the super duty has the maximum conventional towing capacity of 21.000 pounds. Trailer reverse guidance camera that put behind rear seat, then when the driver moves back, the driver does not have to look back just look at the screen next to the driver.

From that advertisement, the reader would assume that this is the complete car to be partnered with in every work by the compensation strategy from Keraf's theory. The reader would be persuaded after reading the guidance of using this car. It is really suitable for hard worker, because it can bear the heavy load and also has a stylish look for the private driving. Thus, the customer would gain couple of advantages in a single car, besides for job partner, it could be a great private partner for driving.

Datum 10

The tenth advertisement's headline is "We're pulling for American Business"

Analysis:

This advertisement clearly stated that Ford can pull American business. Just like the previous advertisement, it stunningly indicated that Ford could dominate in every job. This advertisement used compensation strategy to attract the consumer's attention. Therefore, the advertiser also emphasized the body shape of their cars.

The advertiser implicitly stated that Ford pulling for American business which could help customers soften their job by taking Ford into handling in every job.

From the explanation above, the advertisement used attractive and convincing words to get the customer's attention. Many people think that their job can be easier if they choose Ford for their working partner. Based on Keraf's theory, this advertisement used the compensation strategy to advertise their products. This advertisement specified that Ford is the only brand capable of pulling the American business, while no other brand could ever do it.

Datum 13

The thirteenth advertisement's headline is "Model X the best SUV"

Analysis:

This advertisement wanted to convey the readers that this car, by the enhanced specification of its features, is the only best SUV, it can be seen from the advertisement that used superlative degree to convince the readers. According to the official Tesla website, the model X is the safest SUV ever. Built from the ground

up as an electric vehicle, the body, chassis, restraints and battery technology provide the lowest probability of occupant injury. Model X has the most storage room of any SUV in its class, comfortable seating for up to seven adults and the capability to tow up to 5,000 pounds. Further, the Falcon Wing doors are equipped with sensors to monitor the proximity of surroundings, and can open in evens the tightest parking spaces. Autopilot provides a stress-free driving experience—with advanced safety and convenience features designed to assist you with the most burdensome parts of driving.

Model X comes standard with advanced hardware capable of providing Enhanced Autopilot features today, and full self-driving capabilities in the future. Technically, Tesla's all-electric powertrain delivers unparalleled performance in all weather conditions, with Dual Motor All-Wheel Drive, instant responsiveness and the quickest acceleration of any SUV on the road—from zero to 60 mph in just 2.9 seconds. Model X is built to provide the most convenient interior experience ever—with best in class storage, seating for up to seven adults and an expansive 17-inch touchscreen. In addition, a seven-seat configuration option comes standard with fold-flat seats for maximum cargo space. Model X is built for efficiency—with an uncompromised design, allowing for industry-leading range, performance and utility. A spoiler provides incredible aerodynamics and the lowest drag coefficient of any vehicle in its class.

Based on Keraf's theory, this advertisement used compensation strategy to persuade the readers. It deployed superlative degree to stand the complete SUV specification out ever.

Datum 14

The fourteenth advertisement's headline is "Model S the best car"
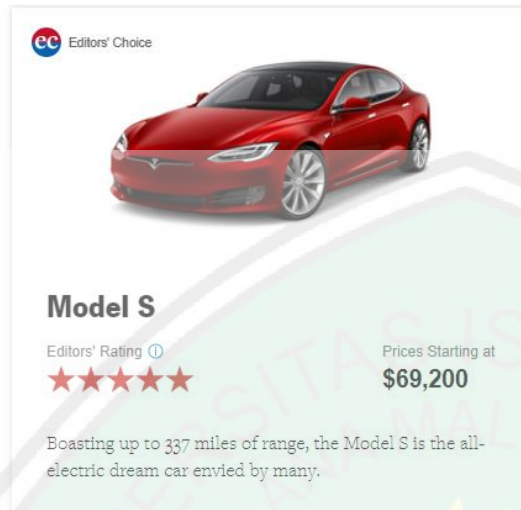
Analysis:

The advertisement above trying to convey the readers that Tesla Model S is the best car ever that no other car can even surpass it. According to the official Tesla website, Model S achieved the highest safety rating of any car ever tasted, and set a record for the lowest probability of occupant injury from front, side, rear and rollover accident. Furthermore, Model S sets an industry standard for performance and safety. Tesla's all-electric powertrain delivers unparalleled performance in all weather conditions—with Dual Motor All-Wheel Drive, ludicrous acceleration and the highest safety rating of any car ever tested. Model S can carry the customers anywhere desired to go with industry-leading range and convenient charging options, all over the world.

Autopilot provides a stress-free driving experience—with advanced safety and convenience features designed to assist you with the most burdensome parts of driving. Moreover, Model S comes standard with advanced hardware capable of

providing Enhanced Autopilot features today, and full self-driving capabilities in the future. Additionally, Model S is built with best in class storage, seating for up to five adults and two children and an expansive 17-inch touchscreen. Advanced noise engineering creates sound dynamics comparable to a recording studio, while the standard Glass Roof provides a spacious interior experience for every passenger. Specifically, Model S is designed for speed and endurance—with incredible aerodynamics, ludicrous performance and uncompromised aesthetics. Also, Automatic door handles auto-present upon approach and withdraw when not needed.

According to Keraf's theory, this advertisement used compensation strategy, it can be seen from the advertisement that applied superlative degree, it conveyed the readers that no other car better than it this product. The reader would be fully persuaded after knowing the complete specification this car provided with. Not only being attracted, the readers will be full of enjoyable experience because this car fulfills the modern technology for this era.

Datum 15

The fifteenth advertisement's headline is "Boasting up to 33 miles of range, the Model S is the all electric dream car envied by many"
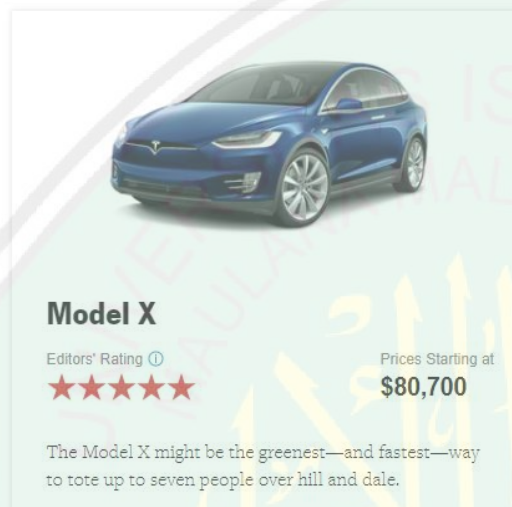
Analysis:

The statement of "boasting up to 33 miles of range" indicated that Tesla is able to compete with other cars even this Tesla Model S is an electric car type. The speed power of this car can surpass those in gasoline cars.

The second statement " Model S is the all electric dream car envied by many" it indicated that this model is the newest model and more complete than the previous model. The Model S designed with energy consumption at 2009 watt-hours per kilometer that equal with combined fuel economy of 104 miles per gallon gasoline.

Based on Keraf's theory, this advertisement used the compensation strategy to advertise their product. It can be seen from the word "all" in "Boasting up to 33

miles of range, the Model S is the all electric dream car envied by many" it figured that this car is the complete one in this world to a certain point that every car envied by its specifications.

Datum 16

The sixteenth advertisement's headline is "The Model X might be the greenest and fastest way to tote up to seven people over hill and dale"

Analysis:

The statement "might be the greenest and fastest way" it means that this model is new for Tesla SUV and has a super speed. It used falcon wing doors for access to the second and third row seats. The model X was developed from the full sized sedan platform of the Tesla Model S.

The second statement "to tote up to seven people over hill and dale" it stated that this car is large enough to carry seven people because this car has three seat rows. Moreover, this car also comfortable and suitable for hill and dale race area.

By applying Keraf's theory, the advertiser used compensation strategy to advertise their car. By the word "Greenest" and "fastest" it clearly stated that no cars are able to surpass this model. The advertisement used superlative degree, which has the meaning that nothing can achieve more than that.

The following table is the list of the persuasive strategies used in the car industries' advertisement:

Datum	Advertisement	Persuasive Strategies
1	Silent, Powerful, Innovation	Identification
2	Technology for all around safety	Identification
3	Built small to live largely	Rationalization
4	Make each trip a memorable one	Rationalization
5	Developing innovative technologies to meet future global needs	Identification
6	Lifestyle enriching creativity and innovation.	Identification
7	Making cars for every lifestyle	Identification
8	Ford is the most trusted SUV automotive brand	Compensation
9	We own work	Compensation
10	We're pulling for American Business	Compensation

11	Expedition EL provide room for eight adults and acres of cargo space	Rationalization
12	F-250 while aluminum construction brings it into the 21st century	Rationalization
13	Model X the best SUV	Compensation
14	Model S the best car	Compensation
15	Boasting up to 33 miles of range, the Model S is the all-electric dream car envied by many	Compensation
16	The Model X might be the greenest and fastest way to tote up to seven people over hill and dale	Compensation
17	Raging technology	Identification
18	Sculpted by the wind	Identification
19	We are not super car, we are Lamborghini	Identification
20	Super fast	Identification
21	Power to be worn	Identification
22	Performance and versatility	Identification

3.1.2 Comment Review

An advertisement can be a powerful tool for many reasons. In this case, advertisements are simply used as a way of telling a story or to deliver a message. If the advertisement does not careful enough in selecting the right-marketable diction, choosing the picture, and the way how to persuade the reader, otherwise the reader hard to catch the messages implied on the advertisements. However, the advertisement that using persuasion strategy intended to enact a response of the reader, or receiver of the message.

Persuasion is generally an exercise in creating a win situation. The advertisement presents that others find beneficial to agree with. It created an offer they cannot refuse. But there *are* some strategies that can make the message within the advertisement easier to catch. The strategy itself made a big deal to convince the readers. When the advertisement required people to be persuaded by the way of thinking, it always give the reasons why.

In this research, the researcher used Gorys Keraf theory to fulfill the data analysis. There are seven strategies contained in the advertisement to convince the readers. After analyzing the whole data, the researcher found three of them, those are rationalization, identification and compensation strategies which are used in the advertisement data. The researcher provided some supporting data in the term of comment to strengthen the previous data. The combination of advertisements and comments will show which one is the most effective strategy. The comment will be presented based on the brand.

Mitsubishi Outlander

- "Indeed, the Outlander is one of just a few vehicles in this price range to offer a third-row seat. You costumers get a lot of features as part of the deal, too. Now for the fine print. The Outlander isn't particularly exciting to drive; it's also not the most modern, fuel-efficient or comfortable vehicle in its class. That third-row seat is pretty small and difficult to access. If you're looking for an all-weather-capable three-row crossover on a budget, the Outlander is probably worth a look. But these days, just about every manufacturer is making a competitive crossover, so we recommend shopping around before settling on the 2018 Mitsubishi Outlander" (Edmunds).

    The above statement stated that Edmunds provided the comment in identification strategy. It is influenced by the previous advertisement which is using identification strategy to persuade customers. It explained that Outlander has three row seats, but it is not the most modern and fuel efficient vehicle. It is not the most modern vehicle, also the third row is small and difficult to access. He told that it is worth looking, but he provided tips if the customer wants the all weather capable three rows crossover. Moreover, he recommended the look for the other crossover than it is. Then, the advertisement explained before is effective to persuade the reader, it can be seen from the connection between advertisement and comment, both are used identification strategy.

- "What We Like Decent 4-cylinder fuel economy; standard 3-row seating; strong optional V6; pleasant interior What We Don't Forgettable 4-cylinder acceleration; third row is strictly for kids" (Autotrader).

The above statement stated that Autotrader wrote comments in identification strategy. It is influenced by the previous advertisement which is using identification strategy to convince the readers. He told that the Mitsubishi Outlander is fuel economy, strong optional V6, s good interior, also has three seat rows, but the third row is available for kids. In this comment, the Autoreader really loves it. It can be seen from the sentence that indicated he likes this product is "what we don't forgettable 4-cylinder acceleration". From that sentence, the word "forgettable" indicated that this product is always reminds him. That is why he really loves this one. Then, the advertisement stated before is effective to convince the customers, it can be seen from the connection between advertisement and comment, both are using the identification strategy.

Mitsubishi Mirage

- "We'll get straight to the point: The main reason to consider buying a 2018 Mitsubishi Mirage is its inexpensive price. When new, it's one of the cheapest cars you can buy. If you're on a tight budget, the Mirage represents a viable new-car option that also gets you the warranty and financing benefits that come with it. Just know that you're also getting one of the least

appealing cars to drive right now. … The Mirage may be inexpensive, but rivals still offer more car for the money" (Edmunds).

The above statement shown that Edmunds contributed the comments in rationalization strategy. It is influenced by the previous advertisement that using rationalization strategy to persuade the customers. He told that this car is contemptable because it is the type of compact car. Just like the advertisement that advised the readers about its size "Built small to live large", it is logic that the price is inexpensive, because this car only provides two rows seat that able to carry four up to five passengers. Then, the advertisement stated before is effective to persuade the customer, it can be seen from the connection between advertisement and comment, both are using the rationalization strategy.

Honda Civic

- "It's hard to overstate how much we like the 2018 Honda Civic. Equipped with the turbocharged 1.5-liter four-cylinder engine, it's one of the best cars in its class for delivering both impressive acceleration and high fuel economy. Inside, it has plenty of room for passengers, clever storage solutions and more cargo space than most competitors in anybody style" (Edmunds).

The above statement specified that Edmunds performed comments in identification strategy. It is influenced by the previous advertisement that

used identification strategy to convince the readers. He explained the specification, ~~It~~ and ~~is~~ also further clarified to the readers that there are some advantages that people can make the most of it. He stated that Honda Civic has the turbocharged 1.5-liter four-cylinder engine and high fuel economy, also it designed with enough room for passengers. This car also has a large storage that the customer can save more cargo for their trip. In this comment, he looks really love this car, it can be seen from the first sentence "It's hard to overstate how much we like the 2018 Honda Civic" He uses "overstate" to express his love for this product. It means that this car is the most he wanted. Then, the advertisement stated before is effective to convince the readers, it can be seen from the connection between advertisement and comment, both are using the identification strategy.

- "Stylish and filled with the latest tech and safety features, the 2017 Honda Civic is perfect for anyone looking for a spacious, fuel-efficient and reliable commuter car that's fun to drive" (Kelley Blue Book).

    The above statement shown that Kelley commented on identification strategy. It is influenced by the previous advertisement that using identification strategy to convince the readers. He explained the specification and the advantages of the car. Kelly told that Honda Civic is stylish, filled with modern technology~,~ and also has safety features. He claimed that it is a perfect car to those who are looking for the spacious one. Besides that, it is fuel economy and it is fun to drive in. Then, the

advertisement stated before is effective to persuade the readers, it can be seen from the connection between advertisement and comment, both are using the identification strategy.

Ford

- "Considering the F-150 is the crown jewel of the Ford lineup and its most successful product, we doubt they'd launch it without full confidence in its reliability. And as far as the driving experience, prepare to be surprised. All of our expectations were exceeded behind the wheel. There are some real, tangible benefits to the 10-speed in real world use" (Truck Trend).

    The above statement shown that Truck Trend contributed the comments on compensation strategy. It is not influenced by the previous advertisement which is using rationalization strategy to persuade the readers. It can be seen from the sentence "its most successful product" that conveyed only Ford which is successful product and there is no other brand to be able to compete with the best product being advertised. Truck Trend confidently promoted that the driver will be surprised when he begins to drive, because it has 10 speeds in the real world use. The statement "The F-150 is the crown jewel" indicated that this car is very precious because it represented by the jewelries in the advertisement. Then, the advertisement stated before is not effective to convince the readers, it can be seen from the connection between the advertisement and the comment. This happened

because the advertisement used rationalization strategy while the comment used compensation strategy.

Tesla Model S

- "If you think the Tesla brand isn't revolutionary, you haven't been paying attention. … There's a reason why the Tesla aren't stacked outside on dealership parking lots -- they're special, very special. Get into the 2017 Tesla Model S ... and you'll know exactly what we mean" (Autotrader).

    The statements above shown that Auto trader commented on compensation strategy. It is influenced by the previous advertisement that using compensation strategy to convince the reader. He said that "They're special, very special" it indicated that no other cars are more special than Tesla Model S. Special indicated that they are limited edition which is can be owned only by few people. This Model S is very special until he cannot express it by the words. He just stated "Get into the 2017 Tesla Model S ... and you'll know exactly what we mean". Then, the previous advertisement is effective to persuade the reader, it can be seen from the connection between the advertisement and the comment, both are used compensation strategy.

Tesla Model X

- "Tesla's Model X has much more in common with the company's iconic Model S sport sedan than with any SUV or crossover we've ever seen, but

then that's a big part of its draw. Like the Model S, the all-electric Model X has explosive power, the range of a conventional gasoline-powered SUV, all-wheel drive and a superbly outfitted cabin that can seat up to seven people" (Edmunds 2016).

The above statement indicated that Edmunds contributed comments on identification strategy. It is not influenced by the previous advertisement that using compensation strategy to persuade the readers. He identified the specification of Tesla Model X that has explosive power, the range of a conventional gasoline-power SUV, all-wheel drive and large cabin that can seat up to seven people. Initially, he told that this car is common with company model S, but it is different than other SUV or other crossover model with the special specification above. Then, the advertisement stated before is not effective to persuade the customers, it can be seen from the connection between advertisement and comment, while advertisement used compensation strategy, but the comment used identification strategy.

Lamborghini Huracan

- "Huracan is hurricane" (Xianno).

The above statement indicated that Xianno commented on identification strategy. It is influenced by the previous advertisement that using identification strategy to convince the readers. Xianno said that Huracan is just like a hurricane. It is the same from the advertisement stated before "sculpted by the wind" which implied that hurricane is part of wind,

then Huracan has such powerful speed. Then, the advertisement stated before is effective to convince the customers, it can be seen from the connection between advertisement and comment, both are used identification strategy.

- "This car is simply stunning-beautiful, so beautiful art even" (Sugarsaint).

    The above statement shown that Sugarsaint commented on identification strategy. It is influenced by the previous advertisement that using identification strategy to convince the readers. Sugarsaint conveyed the reader that this car is a beautiful creation and it is stunning, yet, beautiful. The detail creation of this car is beautiful, it can be seen from his statement so beautiful art even[22] it reversed to the creation of this car. Then, the advertisement stated before is effective to persuade the readers, it can be seen from the connection between the advertisement and comment, both are using identification strategy.

Ferrari

- "If Ferrari pursue this route of 'no sound' like they have done with this car and the 488, it will begreat shame. The sound of a Ferrari is why millions of people love them, and they seem to be going down the turbo route – the cars just seem to be getting quiter and quiter. The 458 and Barlinetta sound amazing, and this car look amazing" (Strange).

The above statement indicated that Strange commented in identification strategy. It is influenced by the previous advertisement which is using identification strategy to persuade the reader. He told that this car is amazing and he pleased by the sound that getting quiter and quiter. He also said that million people love the sound of Ferrari which is going down the turbo route; it is the characteristic of Ferrari. Then, the advertisement stated before is effective to convince the readers, it can be seen from the connection between advertisement and comment, both are used identification strategy.

- "Another stunning masterpiece from Ferrari. Nothing more beautiful than Italian style and flair. Absolutely gorgeous car" (Hexagon52).

The above statement shown that Hexagon commented on compensation strategy. It is not influenced by the previous advertisement that using identification strategy to convince the readers. Hexagon explained that nothing more beautiful than Italian style and flair. It seemed that no brand can be the rival of Ferrari, it is the most beautiful car design in the world. Then, the advertisement stated before is effective to persuade the customers, it can be seen from the connection between the advertisement and comment, both are using identification strategy.

3.2 Discussion

After analyzing the whole data, the researcher found that identification strategy is the most dominant use in the car industries' advertisements, there are eleven advertisements that used this strategy. Ferrari, Lamborghini and Honda used identification strategy for all their advertisements, and two of Mitsubishi advertisements also used identification strategy. The second is compensation, there are seven advertisements that used this strategy. Tesla used this strategy for all four advertisements, and Ford used it for their three of five advertisements. The last is rationalization that used by Mitsubishi and Ford to persuade the readers. Mitsubishi used two out of four advertisements and Ford also used two out of five advertisements.

The most dominant use is identification strategy. There are four brands that used this strategy to get readers' attention; those are Mitsubishi, Honda, Lamborghini, and Ferrari. Honda persuaded the readers just in one way by identifying the customer's need. The advertiser explained in the "developing innovative technologies to meet future global needs", "Lifestyle enriching creativity and innovation" and "Making cars for every lifestyle" sentences by the whole of Honda advertisement, the industry tried to convince the readers by the superiority of their technology, which is every single reader will feel that this car is the one they need for their daily cause it is complete in the way of technology and also its style.

Lamborghini used identification strategy for persuading the readers. They identified the uniqueness of their car stated in the "raging technology", "sculpted

by the wind", and "we are not supercar, we are Lamborghini" sentences, it seemed like no brand above Lamborghini, it is a perfect car that more than a supercar level. Uniqueness stated that there is something that just got in Lamborghini-that no other brand own it. According to the advertisement, Lamborghini conveyed the readers about the speed power for the cars. It did not want to compare with supercar level, because it is more than supercar with its uniqueness.

Similar with Lamborghini, Ferrari used the identification strategy to convince the readers. In this case, the advertisement identified the characteristics of the car. It chose a few words to explain the superiority of their car, that clearly stated in the "superfast", "power to be worn", and "performance and versatility" phrases. If Lamborghini conveyed the readers that they are unique, Ferrari tended to convey the readers on the characteristic of the car. However, is more general than unique. Literally, characteristic is the one that should be found in every car, but the uniqueness is rare, or it cannot be found in all car brand.

The Mitsubishi industry convinced the customers by identifying the special quality of their product. They chose simple words that easy to catch by the readers. The first advertisement is "Silent, powerful, innovation" they gave simple words that depicted the characteristics of their cars. They persuaded in the way of the cars technology. The second advertisement is "Technology for all safety", this is the basic needs when someone chooses to buy a car. The more safety, the more comfortable they might feel.

Honda the customer just in one way by identifying the customer's need. The advertiser explained by the "developing innovative technologies to meet future global needs", "Lifestyle enriching creativity and innovation", and "Making cars for every lifestyle" sentences. By the whole of Honda advertisements, the industry tried to convince the readers by the superiority of their technology, which is every single reader will feel that this car is the one they need for their daily cause it is complete in the way of technology and its style.

The second is compensation strategy; Ford and Tesla used this strategy to convince the readers. There are similarities between Ford and Tesla about how they persuade the customer for their cars. They are using compensation strategy for their advertisements which is put forward the specification and the advantages of their car than other car until it seems that no brand could ever stand in their level.Tesla only used compensation strategy for all four advertisements to convince the reader by the sentence "Model X the best SUV", "Model S the best car", "Boasting up to 33 miles of range, the model S is the all electrics dream car envied by many", and "The Model X might be the greenest and fastest way to tote up to seven people over hill and dale". The advertiser used superlative degree in their advertisement, it meant that the car is the one and the customer could not find in the other product. The word "envied" indicated that this car is the best and complete car which could not be replaced with another car.

Three out of five Ford advertisements used compensation strategy with the bold sentences which is indicated that Ford is the only one owned the American business, the following sentences are the Ford advertisement "Ford is the most

trusted SUV automotive brand", "We own work", "we're pulling for American business". From those Ford advertisements, it can be seen from those advertisements that Ford is the most dominant in every job in America, and the most trusted SUV automotive brand. Indeed Ford can be used in any race whether it is mount road or high way, it is the best in conventional towing with the fresh feature can get the job done.

The last strategy is rationalization; Mitsubishi and Ford used this strategy to persuade the readers. Ford advertisement which are use this strategy they are "Expedition EL provide room for eight adults and acres of cargo space" and "F-250 while aluminum construction brings it into the 21st century" by the two of these advertisement, the advertiser wants to announce the logical reason why the customer should buy this car. The first is provide a large cabin that can carry eight adults and cargo space, logically in a family there are father, mother, and children, it still has an empty seat for other passengers. Also it can bring luggage because it has a cargo space.

Different with Ford, Mitsubishi used rationalization strategy by giving justification of their product quality. They used sentence "Built small to live large" and "make each trip a memorable one" for the advertisement. From the first sentence, it shown that the car is small but it economy fuel, then the owner can save their money for the other needs. For the second advertisement, they announce that the car is really comfortable and safety for the driver and the passengers till they can enjoy the trip and make it unforgettable memories.

For the comment of each car brand, there are use three strategy, rationalization, identification, and compensation. There are similarities between Mitsubishi and Honda, these two brands use identification which is comment on the car specification, the commentators tell about what Mitsubishi and Honda has for their cars especially their developing technology. In Mitsubishi brand there is a comment that use rationalization that tells the low price of Mitsubishi Mirage, it is logic because Mirage is a compact car that provide two rows seat.

On the other hand, Ford and Tesla commentators use compensation strategy which is choose the superlative degree word that seems no other brands above it also use the best word to figure out the beauty of the car. Beside compensation, the researcher finds the identification strategy in it is comment, the commentator identifies the specification of the car. He is telling the specification of Tesla model S in very detail.

Lamborghini and Ferrari use identification in their comment. Mostly, the comments explain about the performance and speed. The commentators tell that these cars are beautiful, elegance and have horse power. In Lamborghini, the commentator compares the Huracan with the hurricane because it has super power, it can be seen in the official advertisement video of Huracan that this car able to penetrate the wind and the driver looks stable to drive it. It means that car is the best car to choose for the daily partner. On the other hand, Ferrari shows the elegance of its red body.

For the sales figure the researcher provides from 2014-2017 for comparing the selling, but in this research just focus on analyzing in 2017. There are some brands increase their sales, and some other decreases their sales. For Mitsubishi Mirage, mostly increase sales in nine months and three months decrease sales. For Mitsubishi outlander, there are ten months increase and two months decrease sales. Honda civic has balance sales there are six months increase and six months decrease. The most increase is in Ford that there are eleven months increase and a month decrease. On the other hand, Tesla model S has increased in six months and decrease in six months too. While Tesla model X has increase in eight months and decrease four months. Especially the Italian car Lamborghini and Ferrari, it does not provide for December selling product, then the researcher only analyze from January – November 2017. For Lamborghini there are nine months increase sales and two months decrease sales. And the last Ferrari most decrease selling product in 2017, there are ten months decrease and a month increase.

After all discussion, the researcher finds that identification strategy is the most effective strategy.It can be seen from the connection between advertisement, comment reader and amount of selling. Mitsubishi, Honda, Lamborghini, and Ferrari use Identification strategy and it also found in the comment reader of these brands.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter will present conclusion and suggestion dealing with the previous data. It concluded from the whole finding in data analysis that has been discussed in chapter three.

4.1 Conclusion

The conclusion is based on the result of the previous data analysis as the answer of the research question. This researcher focuses on the kind of persuasive strategy used in car industries' advertisement, and the researcher uses Gorys Keraf theory of persuasive strategy to analyze the data. The data are taken from six brands from the three biggest continent, they are Mitsubishi and Honda to represent Asian, Ford and Tesla to represent America, Lamborghini and Ferrari to represent Europe. By the different country, it gets the different strategy to persuade the reader.

There are seven strategies in Gorys Keraf theory, they are rationalization, identification, hypnotic, conformity, compensation, projection and displacement. The researcher found three strategies that used in the data; they are rationalization, identification, and compensation. The researcher does not find hypnotic, conformity, projection, and displacement strategy in this research. The most dominant used is identification strategy, it found in 11 advertisements. The second is compensation strategy, it found in 8 advertisements. The last is rationalization which is found in 4 advertisements. To strengthen the data analysis, the researcher also provide the comment review from each car. The result of it also found in three

strategies, same with the advertisement rationalization, identification, and compensation.

From the finding, data analysis found that Mitsubishi uses two different strategy rationalization and identification. Honda, Lamborghini and Ferrari use the same identification strategy. Ford uses compensation and rationalization strategy. Tesla uses only compensation strategy. Even they are using the same strategy, but the content of their advertisement is different from each other.

4.2 Suggestion

After finding the result, the researcher admits that this research still has weakness and limitation that should be continued by the next researchers. The researcher suggests to the next researchers who interest in persuasion field to analyze the same advertisement in the different magazine, maybe an Islamic magazine compare to international magazine. So it will be more comprehensive in persuasion study. In short, the researcher hopes to the next researcher give a better and more contribution to the linguistic field.

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APPENDIX I

Industry	Code	Slogan	Types of Persuasive Strategy						
			Rationalization	Identification	Hypnotic	Conformity	Compensation	Projection	Displacement
Mitsubishi	M1	Silent, Powerful, Innovation		✓					
	M2	Technology for all around safety		✓					
	M3	Built small to live large	✓						
	M4	Make each trip a memorable one	✓						
Honda	H1	Developing innovative technologies to meet future global needs		✓					
	H2	Lifestyle enriching creativity and innovation.		✓					
	H3	Making cars for every lifestyle		✓					
Ford	F1	Ford is the most trusted SUV automotive brand					✓		
	F2	We own work					✓		
	F3	We're pulling for American Business					✓		
	F4	Expedition EL provide room for eight adults and acres of cargo space	✓						
	F5	F-250 while aluminum construction brings it into the 21st century	✓						

Tesla	T1	Model X the best SUV					✓		
	T2	Model S the best car					✓		
	T3	Boasting up to 33 miles of range, the model S is the all electric dream car envied by many					✓		
	T4	The Model X might be the greenest and fastest way to tote up to seven people over hill and dale					✓		
Lamborghini	L1	Raging technology		✓					
	L2	Sculpted by the wind		✓					
	L3	We are not super car, we are Lamborghini		✓					
Ferrari	F1	Super fast		✓					
	F2	Power to be worn		✓					
	F3	Performance and versatility		✓					

Datum 1

Datum 2

Datum 3

2018 MIRAGE

**BUILT SMALL
TO LIVE LARGE** /

With class-leading mpg, agility and a
budget-friendly price, the 2018 Mirage is
the perfect size for whatever road you're on.

DISCOVER MIRAGE ❯

Datum 4

2018 OUTLANDER

**MAKE EACH TRIP A
MEMORABLE ONE** /

In the city or the great outdoors, Outlander
will take you there with advanced safety
technology and the 10-year, 100,000-mile
powertrain limited warranty. [2]

EXPLORE OUTLANDER ❯

Datum 5

Technology
Developing innovative technologies to meet future global needs.

Datum 6

Datum 7

Datum 8

Datum 9
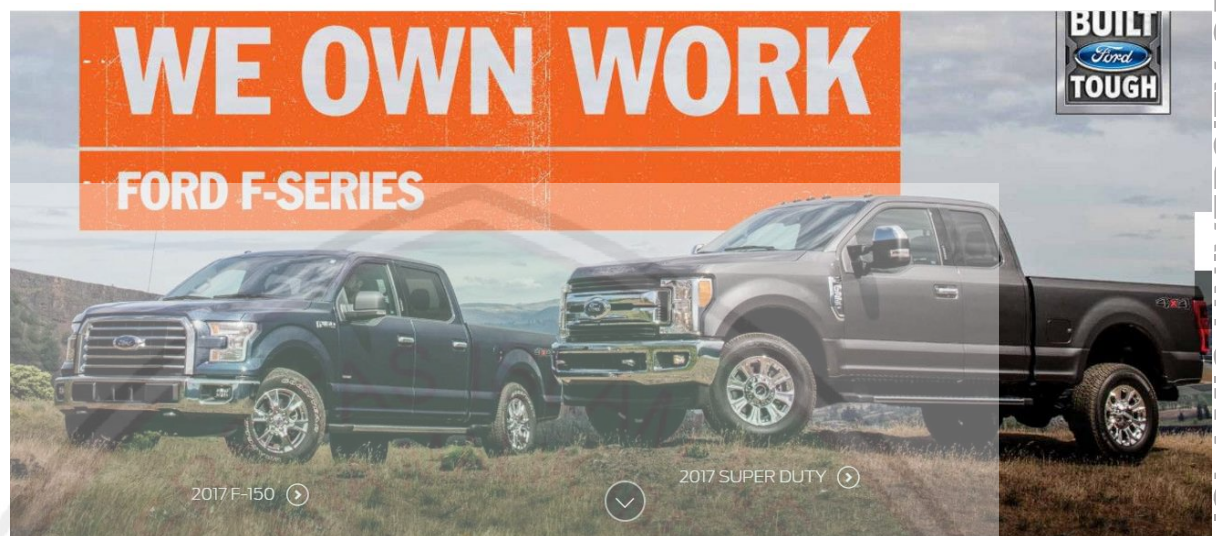
Datum 10

Datum 11

Editors' Choice

Expedition / Expedition EL

Editors' Rating ⓘ
★★★★⯨

Prices Starting at
$48,320

The lane-hogging Expedition and the even-longer Expedition EL provide room for eight adults and acres of cargo space.

Datum 12

F-250 Super Duty

Editors' Rating ⓘ
★★★★★

Prices Starting at
$33,830

Brutish power and payload capacity remain key traits of the F-250, while aluminum construction brings it into the 21st century.

Datum 13

Model X
The Best SUV

Datum 14

Datum 15

Model S

Editors' Rating ⓘ
★★★★★

Prices Starting at
$69,200

Boasting up to 337 miles of range, the Model S is the all-electric dream car envied by many.

Datum 16

Model X

Editors' Rating ⓘ
★★★★★

Prices Starting at
$80,700

The Model X might be the greenest—and fastest—way to tote up to seven people over hill and dale.

Datum 17

HURACÁN PERFORMANTE RAGING TECHNOLOGY
FIND OUT MORE ›

Datum 18

SCULPTED BY THE WIND

Datum 19

WE ARE NOT SUPERCARS. WE ARE LAMBORGHINI.

Datum 20

Datum 21

Datum 22

Ferrari Portofino, performance and versatility