

**THE RELATION BETWEEN LINGUISTIC FEATURES AND  
PERSUASIVE STRATEGIES ON SUKKHACITTA'S  
INSTAGRAM POSTS**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG**

**2019**

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PERSUASIVE STRATEGIES ON SUKKHACITTA'S  
INSTAGRAM POSTS**

**THESIS**

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MALANG**

**2019**

### STATEMENT OF AUTHROSHIP

I state that the thesis entitled “**The Relation between Linguistic Features and Persuasive Strategies on Sukkhacitta’s Instagram Posts**” is my original work to accomplish requirement for the Degree of Sarjana Sastra (S.S). I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. By means of this, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 10 October 2019

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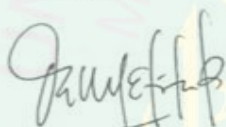
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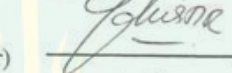
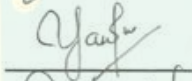
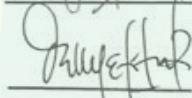
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Malang, November 13 2019

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## MOTTO

فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

“Once you make a decision, put your trust in Allah. Surely Allah loves those who trust in Him” (Q.S. Ali Imran: 159)



## DEDICATION

I dedicate this thesis to my endless love, my father Mahdi Hasan and mother Rabitah for always supporting me in every condition and situation that life gives. Also to my beloved brother and sister as my support system till this time.



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First, the researcher would like to express her gratitude to Allah SWT who has given the strength so that the researcher is able to finish this study as a requirement for achieving undergraduate degree. Sholawat and Salam always be delivered to our Prophet Muhammad SAW, the best example for human being, who has guided us from the darkness to the brightness. The next, the researcher would thank to her beloved parents Mahdi Hasan and Rabitah for always becoming heroes for her little daughter, and for her beloved siblings Kukuh and Indah. Also for the supervisor; Deny Efita Nur Rakhmawati, M.Pd who has shared the idea, suggestions and time for guiding the researcher until she could complete the study.

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## ABSTRACT

Intan Laladevi. 15320080. 2019. **The Relation between Linguistic Features and Persuasive Strategies Used on Sukkhacitta's Instagram Posts.** Minor Thesis (Skripsi) English  
Literature Department, Humanities Faculty, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Deny Efita Nur Rakhmawati, M.Pd

Keywords : Linguistic features, Persuasive strategies, Sukkhacitta, Instagram

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This research investigates the relation between lexical features and persuasive strategy used on Sukkhacitta posts on Instagram. The object of the study is the caption used by Sukkhacitta on its posts on Instagram. The data are taken through Sukkhacittta account on Instagram. The researcher has selected fifteen posts as the representatives of *Sukkhacitta* posts' on Instagram in promoting the products to the followers. The data are analysed descriptively based on the theory of Grey (2008) on lexical features and Keraf (2001) on persuasion. The researcher found that there are eight from ten types of lexical features used on Sukkhacitta posts on Instagram. There were; familiar language, as the most often used in the caption of Sukkhacitta, hyperbole, simple vocabulary, potency, glamorization, repetition, euphemism, and weasel word. Neologism and humor features are not found in Sukkhacitta posts. In persuasive strategy, the researcher found five from seven types of persuasive strategies are used by Sukkhacitta to convince the followers to believe in the message delivered on the caption. There were; suggestion, as the most often used on the caption, identification, rationalization, conformity, and projection. Meanwhile, the researcher could not find the used of compensation and displacement strategy on Sukkhacitta. In doing the persuasion, Sukkhacitta use some linguistic features on it. Therefore, familiar language is used on each of persuasion strategy.

## ملخص

انتان لالا ديفي. 2019. 15320080. الميزات المعجمية والاستراتيجيات المقنعة المستخدمة في مشاركات Suktchacitta على Instagram أطروحة ، قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الحكومية الإسلامية في مالانج.  
الكلمات الرئيسية: ميزات معجمية ، استراتيجيات مقنعة ، Suktchacitta, instagram

يبحث هذا البحث في الميزات المعجمية والاستراتيجيات المقنعة المستخدمة في منشور Suktchacitta على Instagram. الهدف من البحث هو المعلومات التي يستخدمها Suktchacitta في مشاركاته على Instagram. يتم أخذ البيانات من خلال حساب Suktchacitta على Instagram. اختار الباحثون خمسة عشر وظيفة كممثلين لمشاركات Suktchacitta على Instagram لترويج المنتجات للمتابعين. تم تحليل البيانات بشكل وصفي بناءً على نظرية غراي (2008) على ميزات معجمية وكراف (2001) على الإقناع. وجد الباحثون أن هناك ثمانية من أصل عشرة أنواع من الميزات المعجمية المستخدمة في منشورات Suktchacitta على Instagram. هناك ؛ لغة مألوفة ، مثل اللغة الأكثر استخدامًا في نص Suktchacitta والنصوص الشعبية والمفردات البسيطة والاحتمالية والتألق والتكرار والكلمات المصاحبة وكلمة النمى. لم يتم العثور على ميزات Neologism والفكاهة في منشور Suktchacitta. في الاستراتيجيات المقنعة ، وجد الباحثون خمسة من الأنواع السبعة من الاستراتيجيات المقنعة المستخدمة من قبل Suktchacitta لإقناع المتابعين بالإيمان بالرسائل المنقولة في المعلومات. هناك ؛ اقتراح ، كما هو مستخدم في أغلب الأحيان في التسمية التوضيحية والتعريف والترشيد والمطابقة والإسقاط. وفي الوقت نفسه ، لم يتمكن الباحثون من العثور على استخدام استراتيجيات التعويض والنزوح في Suktchacitta. في تنفيذ الإقناع ، يستخدم Suktchacitta العديد من الميزات اللغوية على ذلك. لذلك ، يتم استخدام لغة مألوفة في كل استراتيجية الإقناع.

## ABSTRAK

Intan Laladevi. 15320080. 2019. **Hubungan antara Fitur leksikal dan strategi persuasif yang digunakan pada postingan Sukkhacitta di Instagram.** Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Deny Efita Nur Rakhmawati, M.Pd

Kata Kunci : Fitur leksikal, Strategi persuasif, Sukkhacitta, Instagram

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Penelitian ini menyelidiki fitur leksikal dan strategi persuasif yang digunakan pada postingan Sukkhacitta di Instagram. Objek penelitian adalah keterangan yang digunakan oleh Sukkhacitta pada posting-postingnya di Instagram. Data diambil melalui akun Sukkhacitta di Instagram. Peneliti telah memilih lima belas pos sebagai perwakilan dari pos Sukkhacitta di Instagram dalam mempromosikan produk kepada para pengikut. Data dianalisis secara deskriptif berdasarkan teori Gray (2008) pada fitur leksikal dan Keraf (2001) pada persuasi. Peneliti menemukan bahwa ada delapan dari sepuluh jenis fitur leksikal yang digunakan pada posting Sukkhacitta di Instagram. Ada; bahasa yang akrab, seperti yang paling sering digunakan dalam teks Sukkhacitta, hiperbola, kosa kata sederhana, potensi, glamorisasi, pengulangan, eufemisme, dan kata musang. Fitur neologisme dan humor tidak ditemukan dalam pos Sukkhacitta. Dalam strategi persuasif, peneliti menemukan lima dari tujuh jenis strategi persuasif yang digunakan oleh Sukkhacitta untuk meyakinkan para pengikut untuk percaya pada pesan yang disampaikan pada keterangan. Ada; sugesti, sebagai yang paling sering digunakan pada caption, identifikasi, rasionalisasi, konformitas, dan proyeksi. Sementara itu, peneliti tidak dapat menemukan penggunaan kompensasi dan strategi perpindahan pada Sukkhacitta. Dalam melakukan persuasi, Sukkhacitta menggunakan beberapa fitur linguistik di atasnya. Oleh karena itu, bahasa yang akrab digunakan pada masing-masing strategi bujukan.

## Table of Contents

THESIS COVER .....	i
STATEMENT OF AUTHROSHIP .....	<b>Error! Bookmark not defined.</b>
APPROVAL SHEET .....	<b>Error! Bookmark not defined.</b>
LEGITIMATION SHEET .....	iii
MOTTO .....	v
DEDICATION .....	vi
ACKNOWLEDGMENT .....	vii
ABSTRACT .....	viii
ملخص .....	ix
ABSTRAK .....	x
Table of Contents .....	xi
CHAPTER 1: INTRODUCTION .....	1
A. Background of the Study .....	1
B. The problem of the Study .....	6
C. The objective of the Study .....	7
D. Significances of the Study .....	7
1. English Language Learner .....	8
2. Next Researcher .....	8
E. Scope of the Study .....	8
F. Definition of Key Terms .....	9
1. Linguistic features .....	9
2. Persuasion .....	9
3. Instagram Caption .....	9
4. Sukkhacittta .....	10
G. Previous Study .....	10
H. Research Method .....	14
1. Research Design .....	14
2. Data Source .....	14
3. Research Instrument .....	15
4. Data Collection .....	15
5. Data Analysis .....	16
CHAPTER II: REVIEW OF RELATED LITERATURE .....	18

1.1. Linguistic Features in Advertisement .....	18
a. Lexical Features .....	18
1) Hyperbole .....	19
2) Weasel word .....	19
3) Neologism.....	19
4) Familiar Language.....	20
5) Simple Vocabulary .....	20
6) Repetition .....	20
7) Euphemism.....	21
8) Humor.....	21
9) Glamorization.....	21
10) Potency .....	22
1.2. Discourse Analysis .....	22
1.3. Persuasion .....	23
1.4. The Basic of Persuasion.....	23
1.5. Persuasive Techniques.....	24
1.5.1. Rationalization.....	25
1.5.2. Identification.....	26
1.5.3. Suggestion.....	26
1.5.4. Conformity.....	26
1.5.5. Compensation .....	27
1.5.6. Displacement .....	27
1.5.7. Projection.....	27
CHAPTER III: FINDINGS AND DISCUSSION .....	29
3.1 FINDINGS.....	29
3.2 Lexical Features and Persuasive Strategies on Sukkhacitta’s Instagram Posts .....	29
A. Lexical Features of Instagram caption of Sukkhacitta.....	29
a. Familiar Language .....	30
b. Hyperbole.....	32
c. Simple Vocabulary .....	36
d. Potency.....	38
e. Glamorization .....	42
f. Repetition.....	45

g. Euphemism .....	46
h. Weasel Word.....	48
B. Persuasive Strategies of Sukkhacitta Posts on Instagram .....	50
a. Suggestion.....	50
b. Identification.....	57
c. Rationalization .....	60
d. Conformity.....	62
d. Projection.....	64
3.3 The Relation between Lexical features and Persuasive Strategies Used on Sukkhacitta’s Instagram Posts .....	65
3.4 DISCUSSION .....	70
CHAPTER IV: CONCLUSION AND SUGGESTIONS .....	81
4.1 Conclusion .....	81
4.2 Suggestion.....	82
REFERENCES .....	84
CURRICULUM VITAE.....	
APPENDIX 1.....	
APPENDIX 2.....	

## CHAPTER 1: INTRODUCTION

This chapter covers some points which are; background of the study, a problem of the study and the objective of the study, the significance of the study, scope and limitation of the study, the definition of key terms, previous study and the last is the research method which includes research design, data source, data collection, and data analysis.

### A. Background of the Study

Instagram is a form of communication. Instagram users are able to share and post their photos and videos easily. (Hu, et al, 2013). Based on the result of the survey which has been done by *WeAreSocial.net* and *Hottsuite*, Instagram becomes the platform of media social with the seventh-highest number of users in the world. In addition, as it has been reported by *Databook* that Indonesia is in the third-highest number of Instagram users in the world after the USA and Brazil. In 2018, the number of Instagram users from Indonesia has reached 55 million of 800 million from active users in the world.

Instagram has some functions towards society such as making friends, sharing news and kindness and uploading photos and videos as well as promoting the products and their own brands. Instagram has facilitated the consumers, not only to interact with brands but also to create and distribute their own user-generated content (UGC) (Christodoulides, 2009; Daugherty et al., 2008). Therefore, lots of companies make good use of Instagram as a way to attract the consumer's intention in order to promote their products. Some companies tend to

use celebrities or artists in promoting their products but it does not close the possibility that many young entrepreneurs promote their own brands by themselves by posting them through Instagram.

One of the examples of a young entrepreneur who promotes her own brands is Denica Flesch. Denica Flesch is a young entrepreneur who gets an achievement of becoming one of thirty young entrepreneurs in Forbes 30 under 30 in 2019. She promotes her own brands on Sukkhacitta account of Instagram. According to Investopedia, an entrepreneur is a person who runs a new business and must be ready for the risks. In Indonesia, there are several young entrepreneurs who get the nomination for Forbes 30 under 30 in 2019 and one of them is Denica Flesch (founder of Sukkhacitta). Forbes 30 under 30 is a set of lists issued every year by Forbes magazine. The nomination is given to young entrepreneurs under the age of 30 yet have big contribution towards the society for each category.

Denica Flesch promotes her own brands through pictures and writes the caption on it. By posting the pictures with a good caption on it, the audiences will be interested in buying the products. In writing a good caption, Instagram users will use some linguistic features as well as persuasive strategies to show the expression of emotion and convince the target buyer or audience that their products are worth it to buy. Therefore, the use of linguistic features in writing the caption of a picture is to make it more interesting. Linguistic features are divided into two parts which are lexical features and syntactic features. In this study, the researcher only focuses on analyzing the lexical features. Analyzing the lexical



features is more interesting in studying about the discourse. It aims to analyze the language features applied by Sukkhacitta on Instagram posts and not to analyze the grammar or the syntactic features.

As for the example of the using of linguistic features, the researcher gives an example of the slogan of Oppo Smartphone. The caption is “*Embrace your confidence with the color of boldness OppoF5 4GB comes in a new variant*” Here, the advertiser used the pronoun *you* as the familiar language. The words *embrace your confidence* are the potential words used to bring the customers to buy the smartphone. As a result, the caption of OppoF5 uses some linguistic features to convince the customers to buy their product. It is also supported by the existence of an image of a beautiful woman that is @IsyanaSarasvati, a famous singer from Indonesia, who could attract the attention of the customers.

Besides, persuasive strategies are also needed in promoting their brands or products to get the attention of the customers. Keraf (2001) stated that persuasion is verbal art which has the intention to convince someone to do something appropriate with the speaker’s purpose at the present time. In other words, persuasion is the way to convince people to believe in what the speakers said. In this modern era, having the skill of persuading is needed. It is proven by some phenomenon: many big companies use linguistic features on their slogan or even the caption written on their posts to convince the target buyers. Both linguistic features and persuasive strategies are used by Instagram users in selling or promoting other people’s products or their own brands.

According to John and Nicholas (2004), persuasion is the most neglected area in advertising text. They have analyzed the persuasion in detail and then discuss the strategies of how persuasion has a big impact on marketing. As a result, it is found that persuasion is able to solve marketing problems. In order to gain many consumers and users, the companies are scrambling to look for the method of reaching the consumers and users, as it has been explained above, such as by promoting the products on social media, especially Instagram. Promoting the products of the companies that has been done by many famous people such as celebrities, influencers or even young entrepreneur has big influence towards the reaching of the consumers since they become role models for the society, especially teenagers in this millennial era.

John and Nicholas (2004) also argued that good advertising or good posting of your posts on Instagram is almost always persuasive. It means that those who apply the strategies of persuasive to get the attention of consumers to have a higher possibility to get many consumers. Yet not all Instagram users share their photos with a good caption on it seek to persuade the customers but it only means to introduce the products. Therefore, in this case, the products that they share on Instagram do not always mean to persuade decreases the opportunity to win in a competitive situation. Kleppner (1986) argues that the goal of the competitive situation is to show the difference of their own products through other products so that the consumers will realize the superiority of their products and decide to buy them. Hence, persuasion is always important to convince consumers to believe in our products, moreover in a competitive situation. In addition, it

becomes more important because of some reasons behind it. A major reason is that competition creates an easier way to crumble any functional or price advantage attached to a product.

This study investigates the linguistic features and persuasive strategies used by Denica Flesch on her posts on Instagram. The researcher analyzes the linguistic features and how it influences the persuasive strategies. Linguistic features are used as the purpose of persuasive strategies on business, especially in promoting the products or brands. The owner of the products has to use some linguistic features as the purpose of persuasive strategies. For example, Denia Flesch, the owner of Sukkhacitta who sells clothing with sustainable handcraft. The researcher finds some linguistic features and persuasive strategies used by Denia on her posts on Sukkhacitta when promoting her clothing brand.

The study on linguistic features and persuasive strategies has been conducted by Sulistyowati (2017) on Linguistic Features and Persuasive Strategies used on Marlboro Cigarette Advertisement Slogan. The researcher analyzed ten slogan images from different variants of Marlboro cigarette which became the representative of any other variants of Marlboro. The researcher conducted the theory of Grey (2008) in analyzing the linguistic features while in analyzing the persuasive strategies, the researcher conducted the theory of Kleppner (1986). The result found that 16 out of 20 linguistic features applied to Marlboro cigarette advertisement slogan. Meanwhile, the result of the second problem of the study was, most of the slogans applied two of persuasion strategies

for each slogan. The pioneering and competitive stage were the most widely used in influencing the customers to buy the products.

Therefore, this study is different from previous studies in some ways. First, the object of the study. The object of this study is the caption used in promoting the clothing brands by Denia Flesch on her business account *Sukkhacitta* on Instagram. Nowadays, promoting the products through social media especially Instagram becomes an effective way since people all over the world are connected to each other. They are able to promote their products by themselves through the best caption and picture that they post on Instagram. The second, this study analyses the lexical features used as the purpose of persuasion as well as the persuasive strategies applied by Denia Flesch. Linguistic features are analyzed using Grey's (2008) theory. Meanwhile, the researcher analyses the persuasive strategies in light of Gorys Keraf (2001) theory.

## **B. The problem of the Study**

Based on the research background above, the research questions of this study are

1. What are the linguistic features and persuasive strategies used by Denia Flesch on Instagram posts?
2. How are the linguistic features presented by Denia Flesch on *Sukkhacitta*'s Instagram posts as the strategy of persuasion?

### **C. The objective of the Study**

Based on the research problems above, the research objective are as follows:

1. To find out the linguistic features and persuasive strategies used by Denica Flesch on Instagram posts.
2. To describe the use of linguistic features presented by Denica Flesch on Sukkhacitta's Instagram posts as the strategy of persuasion.

### **D. Significances of the Study**

This research is expected to give contribution theoretically and practically. Theoretically, this research is going to confirm the present study about the linguistic features which has effect towards persuasive strategies based on the theory of Grey (2008) and Keraf (2001) used by Sukkhacitta in promoting the products on Instagram.

Practically, the result of this research is expected to give a contribution towards English teachers who teach about the linguistic course. The teacher is able to give an example of linguistic features and persuasive strategies used in business. For instance, the use of linguistic features and persuasive strategies in the caption are able to give the benefits for some people such as English Language Learner and Next Researchers.

## 1. English Language Learner

English language learner is able to learn some linguistic features as the purpose of persuasion and types of persuasive strategies used in business such as in promoting the products towards the caption of posts on Instagram in this result of the study. Besides, it can become another reference that they will get in learning about linguistic courses deeper.

## 2. Next Researcher

The result of this research is also expected to give a precious contribution to the next researcher who demands to do the same field of research. In addition, it is able to be the references for the next researchers who are interested in conducting the research.

## E. Scope of the Study

In this study, the researcher conducts the research on linguistic features as the purpose of persuasion and types of persuasive strategies. The researcher focuses on analyzing the language used by Denia Flesch as a founder of *Sukkhacitta* through the caption of her posts on Instagram. In analyzing the linguistic features, the researcher conducts the theory of Grey (2008) while in analyzing the types of persuasive strategies, the researcher conducted the theory of Gorys Keraf (2001). In doing so, the researcher limits the study on the captions used by Denia Flesch as a founder of *Sukkhacitta* through her posts on Instagram

as the object of the study. Furthermore, this study identifies the Lexical features and types of persuasive strategies that existed in Denia Flesch posts on Instagram.

## **F. Definition of Key Terms**

In avoiding misunderstanding on the terms used in this study, the key terms in this study are explained below to help the readers to understand the terms.

### **1. Linguistic features**

Linguistic features is a variety of language used in Sukkhacitta posts on Instagram. The function of linguistic features is to make the sentence more interesting.

### **2. Persuasion**

Persuasion is the verbal act to convince someone to believe in the ideas and opinion of Sukkhacitta on Instagram posts. It influences people to change their thought about the products that Sukkhacitta offers.

### **3. Instagram Caption**

According to Lindsay, a blogger, which is cited in Suwondo (2018), Instagram caption of Sukkhacitta post is the way in giving a voice to that visual content. Therefore, Instagram caption is a textual brief explanation about the photo or video posted by Sukkhacitta on Instagram.

#### **4. Sukkhacitta**

Sukkhacitta is clothing brand which sells sustainable handcraft of Batik on Instagram which handled by Denia Flesch.

#### **G. Previous Study**

The study of linguistic features and persuasion had been carried out by some researchers with different objects of the study and the theory used. Ulfa (2015) conducted the study on Persuasive Language Features on Multimodal Text on Indonesian Version of Oriflame Perfume Catalogue of July 2014 Edition. The researcher conducted the theory of Lakoff (1982) on linguistic novelty, Geis (1982) about linguistics techniques, and Searlee (1999) about speech acts. The researcher used four multimodal advertisements as the object of the study. The result found that absence of subjects and verbal auxiliaries, eight uses of semantic anomaly, and two uses of pragmatic novelty, seven uses of imperative structures, one term of announcing, one rhetorical question, one elliptical comparative, one finding of constituting product name, seven assertives, eight directives, one expressive, and one declarative. Therefore, all of advertisements use all theories of persuasive language features.

Another relevant study was done by Tarjana & Nurkamto (2014). They conducted the study of Persuasive Utterances in a Political Discourse: Case Study of the Regent Election Campaign of Pasuruan in East Java, Indonesia. This study



focused on describing the pattern, strategies and culture-social norms of persuasive utterance used based on a pragmatic perspective. The results showed that persuasive patterns employed by the speakers are classified into two which are direct speech acts and indirect speech acts. Second, persuasive strategies of utterance employed by the speakers consist of two, which are utterances with direct strategy and utterance with indirect strategy. In this case, the persuasion which is employed by the speakers pragmatically illustrates the pattern of utterances. Third, in culture-social and norms of persuasive utterance, it is identified that the politeness of persuasive-utterances employed by the speakers is relatively high.

The other study, Cahyani (2014) conducted the research of persuasion techniques used in Smartfren advertisement. She found that most Smartfren advertisements combine pictures, music (lyrics), speech and writing in its commercial. The results are; the pictures of Smartfren advertisements mostly show the panorama and some facial closed up. The song is a jingle of its company. Besides, there are several persuasive techniques used in speech and writing, they are; rationalization, identification, conformity, and suggestions.

Gazhani (2016) also conducted a study of persuasion strategies in selected American Presidential Speeches. Political discourse must contain some features of language in order to get the attention of the addressees, such as persuasion. Gazhani examined the persuasive strategies used in political presidential speeches of President Bush and President Barack Obama. In analyzing the agencies and

pronouns, he conducted the theory of Fairclough (1995). Furthermore, the theory of Aristotle's persuasion Appeals, Ethos, Logos and Pathos were used. Besides, the presentation of image and otherness were analyzed in light of Wodak's (2001) discursive strategies of de (legitimization). The findings are, multiple speech acts can occur in a single utterance. Some speech acts may be utilized in order to provide the background of other speech acts occurrence. The difference in speeches between Obama and Bush was revealed that Obama's discourse tends to be more inclusive.

Another study had been conducted by Altikriti (2016) on Persuasive Speech Acts in Barack Obama's Inaugural Speeches (2009, 2013) and the Last State of the Union Address (2016). This study is aimed to explain and determine the role of speech acts in political addresses. Altikriti has selected three political speeches of Obama with specific aims and intentions. By adopting the theory of Bach and Harnish Taxonomy (1979), he found that in his speech, President Obama employed more sentences that contained constative speech acts than other speech acts that used assertive illocutionary acts used as a persuasive factor.

Another relevant study has been conducted by Nasruddin (2016) on Persuasive techniques used in Apple Inc. advertisement. The data are the videos of Apple Inc which have been accessed on *youtube.com* and *apple.com*. He analyzed the data in light of Gorys Keraf of persuasive. He focused on analyzing the voice of the video which has been collected. The findings are, the elements

used in the advertisement of Apple Inc. are rationalization, identification, suggestion, conformity, displacement, and projection.

The other relevant study has been carried out by Sulistyowati (2017) on Linguistic Features and Persuasive Strategies used on Marlboro Cigarette Advertisement Slogan. The researcher analyzed ten slogan images from different variants of Marlboro cigarette which became the representative of any other variants of Marlboro. The researcher conducted the theory of Grey (2008) in analyzing the linguistic features while in analyzing the persuasive strategies, the researcher conducted the theory of Kleppner (1986). The result found that 16 out of 20 linguistic features applied to Marlboro cigarette advertisement slogan. Meanwhile, the result of the second problem of the study was, most of the slogans applied two of persuasion strategies for each slogan. The pioneering and competitive stage were the most widely used in influencing the customers to buy the products.

The other relevant studies has been done by Baryshnikova (2017). She discovered the techniques of persuasive in marketing and advertising based on psychological factors. The findings show that there are a lot more factors other than psychological to be considered for the success of the implementation of the marketing campaign.

## H. Research Method

### 1. Research Design

This study uses descriptive qualitative methods to get a deep understanding and analysis in any information related to linguistic features and persuasive techniques used. According to Daymon and Holloway (2002), qualitative research is a social science which gathers and works on words rather than non-numerical data. Qualitative research means to interpret the data that will help to understand the phenomena in social life. The researcher focuses on analyzing the written form of the caption of Denia Flesch as a founder of Sukkhacitta through the caption of her Instagram posts. In analyzing the data, the researcher conducts the theory of Grey (2008) meanwhile in analyzing the types of persuasive strategies, the researcher conducts the theory of Gorsy Keraf (2001). In addition, the researcher categorizes this research as descriptive because the data are in the form of text used by Denia Flesch as the founder of Sukkhacitta through the caption of her posts on Instagram.

### 2. Data Source

The researcher searches the data through the internet which is Instagram. It is accessed on [www.instagram.com](http://www.instagram.com). On Instagram, the researcher follows *Sukkhacitta* account which handled by Denia Flasch, the owner of Sukkhacitta, as her data source and focuses on the aspect of linguistic features and persuasive strategies. Linguistic features and persuasive strategies are used by Denica Flesch on her caption on Instagram posts as a way to convince the

consumers to buy the products that she promotes. *Sukkhacitta* is an online shopping that produces eco-friendly cotton silk batik for women and men and sustains a culture in Indonesia.

### 3. Research Instrument

The key instrument in this research is the researcher itself. The researcher becomes the primary instrument in collecting and analyzing the data. Meleong (2013) stated that the researcher does all of the steps in this research by herself, such as making plans, collecting, analyzing and interpreting the data. The researcher becomes a planer means that she is the one who constructing this study. The data collector means the researcher is the one who collects the data from Instagram. The analyzer means the researcher is the one who analyzes the data based on linguistic features and persuasive strategies. The interpreter means the researcher is the one who responsible to describe the result of analyzing the data in order to be understandable.

### 4. Data Collection

In order to gain the data, the researcher does some steps. First, the researcher follows the account of *Sukkhacitta* in [www.instagram.com](http://www.instagram.com). After following the account, the researcher collects the data on the 2<sup>nd</sup> of September 2019. The next step is, the researcher takes the screenshot of fifteen pictures as the representative of *Sukkhacitta* posts' on Instagram in promoting her products to the followers. The next step is, the researcher classifying the collected data into some

types. The last step is analyzing the selected data to answer the problem of the study.

## 5. Data Analysis

In the process of analyzing the data, the researcher has done some steps: First, gathering the data that has been classified from Instagram. Second, selecting the relevant caption of *Sukkhacitta* on her posts. After selecting the data, the researcher prepares two tables for identifying the data. The first table (1.1) is used to identify linguistic features. Based on the theory of Grey (2008), linguistic features are divided into two which are lexical and syntactical features. Therefore in this research, the researcher only focuses on the aspect of lexical features. Third, starting to identify the lexical features of the caption used by Denia Flesch on Instagram. The second table (1.2) is used to identify the persuasive strategies based on Gorys Keraf theory. Fourth, analyzing how the caption of Instagram posts represent persuasive techniques towards the lexical feature used. Finally, the researcher summarizes the findings and discussion to create a conclusion and suggestions.

**Table 1.1. Checklist of (feature X) on instagram caption of *Sukkhacitta's* Instagram posts.**

Instagram Caption	Features X					

Table 1.1. is used to describe the lexical features used on the data based on Grey's (2008) theory on linguistic features. There are ten lexical features in categorizing the data. (See Appendix 2)

**Table 1.2. The checklist for persuasive strategies on Instagram caption of *Sukkhacitta's* Instagram posts.**

Instagram Captions	Persuasive strategies					

Table 1.2. is used to describe the strategies of persuasive used on the data. Based on Keraf's (2001) theory, there are seven strategies of persuasion. (See Appendix 2)

## CHAPTER II: REVIEW OF RELATED LITERATURE

In this chapter, the researcher explains the theory applied in conducting this research such as linguistic features. Linguistic features are divided into two which are lexical and syntactical features by Grey (2008). Therefore, the researcher only focuses on the aspect of lexical features. Meanwhile, in analyzing the persuasive strategies, the researcher conducts the theory of Gory Keraf (2001).

### 1.1. Linguistic Features in Advertisement

An advertisement or commercial which uses social media as the media to promote the products, people tend to apply linguistic features on their caption as the purpose of persuasion to make the products more interesting. According to Grey (2008), linguistic features of advertisement are divided into two parts which are lexical and syntactic features. In this research, the researcher only focuses on analyzing and explaining the lexical features which applied to the caption of *Sukkhacitta* posts on Instagram as the purpose of persuasion to convince the audiences in buying the products.

#### a. Lexical Features

Lexical features are commonly used in advertising and commercial. The goal of using lexical features is to make the products more interesting for consumers. The advertiser or people who do some business through social media apply lexical features to attract the consumers' attention through the diction that



they use in order to buy the products. Based on Grey's (2008) theory, there are ten types of lexical features, which are: hyperbole, neologism, weasel word, familiar language, repetition, euphemism, humor, glamorization, and potency.

### 1) Hyperbole

The use of hyperbole is to differ in the expression of personal feelings and opinions. Leech (1972) argued that hyperbole involves with sentiments and personal values. It is used to exaggerate something when describing it through an exaggerating way. For instance, the use of some words like “more, new, fresh, real, etc. these words are often used in writing the caption of posts on Instagram.

### 2) Weasel word

According to Grey (2008), weasel word is a word that advocates a meaning without making it more specific. The words that usually used are *help, like, enrich, virtually, guaranteed, tasted, specific, worth, fresh*. From those words, the question from the consumers or readers will arise such as what makes the products differ from another product, etc.

### 3) Neologism

Grey (2008) defines neologism as an expression of creating a new word by combining two words or more together. On the word, it is the use of the old word to create the new word by combining two words or more. For example, the word *webinar* for an online seminar on the internet or web. It contains two separated words which are *web* and *seminar*.

#### 4) Familiar Language

In the advertisement, the advertiser will use familiar languages such as pronoun *you* to make the consumers feel more friendly and close to the advertiser or seller. Grey (2008) argues that the use of familiar language like a pronoun is to make the consumers or audiences feel that they are involved in the products. For example, *the taste you love to hate*. This slogan used in Listerine Mouthwash. The pronoun *you* shows the closeness between someone who sells the products and the consumers.

#### 5) Simple Vocabulary

In order to be understandable, the language used in the advertisement must be clear, brief and simple. That simple word is able to make the sentence more attractive. For example, the slogan of Chitato "*Life is never flat*" This slogan uses daily vocabularies so that the readers are easy to remember and understand the slogan. Besides, simple vocabulary is marked by the use of daily vocabularies.

#### 6) Repetition

To make the products more interesting, the advertiser will use repetition. Based on Grey's theory of linguistic features, repetition is divided into three categories which are alliteration, rhyme, and rhythm. First, alliteration is the repetition of the consonant word at the beginning to create the rhythmical and sound effect. For example, *welcome to the world wide wow* (AOL). Second, rhyme is the device of sound identity between words reaching out from the end to

the last completely accented vowel. Third, rhythm is a standard example produce by shifting the stressed and unstressed syllables of the word.

### **7) Euphemism**

According to Grey's (2008), euphemism is the use of figurative language to describe the thing or someone explicitly which produces connotative meaning in order to avoid the unpleasant word. For example, *the girl is so pushy!* The word pushy refers to someone who is *insisting, irritating*. Using the word *pushy* is better than using the word *irritating* to avoid the unpleasant word.

### **8) Humor**

The use of humor in writing a language is to entertain and attract audiences or readers. The audiences will be more interested in reading the caption used in Instagram posts as the way to promote the products. It is important to make a unique caption since the audiences will pay more attention to the products. For example, *the milk chocolate that melts in your mouth, not in your hand.*

### **9) Glamorization**

According to Grey's (2008), glamorization is used for excessive effect towards the advertisement of commercial in written expressions. For example, *the old house* becomes *a charming and unique house*. By using the word *charming* or *unique*, the house will more valuable. It will make the audiences interested in buying the house.

## 10) Potency

Grey's (2008) argues that potency is the used of some words to influence the audiences by creating immediacy, novelty and a new value of the products. Ogilvy as it is cited in Grey (2008) categorizes the words now, how to, free, announcing, suddenly, introducing, it is here, just arrived, improvement, development, sensational, amazing, miracle, starting, magic, offer, remarkable, revolutionary as the potential words.

### 1.2. Discourse Analysis

Discourse analysis is the study of language which refers to the combination of languages such as clauses and the study of larger units of linguistics such as in spoken or written texts (Sari, 2018). Fasold (2006:192) argued that all the access to discourse analysis directs the language function, the text structure and the relation between text and context. The analysis of discourse is the analysis of the language. It indicates a significant role in human communication since it does not only focus on the language and the meaning but also intensely to some aspects in communication, such as who, what, when, and how the language is used.

Discourse has been classified by Kinneavy into four types: (cited from Abbas 2008: 23). The first is expressive discourse. Expressive discourse is a variety of discourse when people use it as a simple way to express some personality's aspect by the encoder (the person who encodes the message). The second is referential discourse. It is a variety of discourse when people use the

stresses language as the language ability to reproduce reality in speaking. The third is a literary discourse. It addresses the kind of discourse in which the content or the work or the item is the focal point of the procedure as commendable being acknowledged individually. The last is persuasive discourse. It centers principally on the decoder that is the other individual associated with the procedure or the beneficiary of the message.

In this study, the main focus is in the last type of discourse that is persuasive discourse. Persuasive is not only found in speech but also in advertisement since it is an effective way to introduce the product and service towards the people.

### **1.3. Persuasion**

In the process of communication, the skill of persuasion is needed to convince people to believe in our ideas. Keraf (2003) argued that persuasion is the verbal art that is used to convince someone to do something based on the speaker's said at the present time or future. Therefore, the purpose of persuasion is the speaker tries to convince the listeners and readers to make a decision with no violence. The thing that the persuaders have to do is they should make people believe in them whether it is about their ideas or belief.

### **1.4. The Basic of Persuasion**

In delivering the basis of persuasive, Aristotle in Keraf (2001), (cited from Nasruddin 2018: 30) stated that there are three bases of persuasion. First is the

speaker's character and credibility. Communication becomes the main way to reach the expectation if the audiences have already known that the speaker has a good attitude and character. It is called personal character. We can determine a good character towards their attitude, language style of the figure in advertisement, diction, etc. Most of the advertisers use famous figure such as actor or actress to convince the audiences that their products are worth it.

The second is the skill of the speaker in controlling the audiences' emotions. This means that the speakers are able to decrease the emotion or sentiment of the audiences. The ability to control emotion is defined as a power enraging the audiences' enthusiasm. It will make them think and realize the condition as what has been advised by the speaker or advertiser to have an agreement.

The last is showing the evidence. Besides the importance of controlling emotion, the advertisers or speakers must be able to show the pieces of evidence to support their promotion of the products. The evidence is needed since it can build the belief of the audiences towards the products. Therefore, by showing the evidence, the speaker or advertiser is able to persuade the audiences easier.

### **1.5. Persuasive Techniques**

In persuasion, facts and evidences are used as the basic concepts in convincing the target buyers. The advertiser is able to apply more than one technique of persuasion to make the target buyers believe more about the advantages of products that being promoted by them. Persuasion is the way to

convince people, it should apply techniques in order to catch the mean of persuasion. In this study, the researcher conducts the theory of Keraf in analyzing the persuasive strategies. The researcher chose this theory instead of Kleppner (1986) since it already covers the theory of Kleppner on persuasive strategy. In Kleppner's (1986), persuasion is divided into three stages which are pioneering stage, competitive stage, and retentive stage. Firstly, in pioneering stage, the advertiser explains about the new variant of the products. Secondly competitive stage, the advertiser will give the evidence that are able to differentiate from their product with another. The last is retentive stage, the advertiser reminds the customer that the product is still exist. Meanwhile in light of Keraf (2003) on persuasion, persuasive techniques are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

#### **1.5.1. Rationalization**

Rationalization is the used of the basic mind process in giving justification for certain problems. After giving a justification, the advertiser will provide a way to solve the problem through the products that are being promoted. Besides, rationalization is used to convince the customers to believe in their products that they promote through their statements. It is important for the advertiser to know well about the customers' needs. After knowing the customers' need, the advertiser is easy to prove and justify the quality of the products in order to get the belief of the customers.

### **1.5.2. Identification**

Identification is recognizing the circumstances. The advertisers have to know or recognize the level of the consumers, whether they are teenagers, children, or even adults. Besides knowing about the circumstances, the advertiser has to know about the situation of their consumers or followers as well as the advertisers have to identify the profession of the consumers, whether they are students, teachers, businessmen, etc. Finally, by knowing those things, the advertiser will be more easily to convince the customers towards the products.

### **1.5.3. Suggestion**

The suggestion is an effort to influence the individuals to acknowledge certain convictions or convictions without giving the guideline to the induced individuals. When giving the suggestion, it usually uses fascinating words or powerful voice. In this way, the advertiser trusts that the customers intend to buy the products.

### **1.5.4. Conformity**

Conformity is a conforming act to something that has been expected to make something is like the others. In this technique, the advertiser will adjust with individuals as the object of persuasive. It demonstrates that the advertiser is able to be the equivalent with convinced individuals. Furthermore, this strategy will present more to convince the customer that the product is suitable for both advertisers and customers.



### **1.5.5. Compensation**

Compensation is a demonstration or the result of an effort to search for a substitution which is unacceptable. This effort rises because of the frustration of some past circumstances. An advertiser will apply this circumstance to impact individuals that they can move from their frustration. In internet based life or in a Television ad, it is all the time we discover a discourse or composed ad that promotes their item with striking and testing individuals that will be influenced. For example, a statement like "In the event that you don't know with the capacity of our item, go get the others, then all of you will regret because ours is the best in this field"

### **1.5.6. Displacement**

Displacement is a procedure of displacing an aim or something which confronted a hindrance with different methods. In short, displacement is an endeavor to take the brain off feeling and deflect it to the new object. There are numerous explanations that we can take as the model, in any case, the centralized server ordinarily use "not at all like" or "unlike" or another word speaks to imbalance.

### **1.5.7. Projection**

Projection is a strategy to change the subject becomes an object. It describes a good thing from the thing that they do not like. Thus, projection is a

technique that presents the advantages of the product to show the differences with others. For instance, the statement that the researcher finds in clothes shop “Buy one get one for free”, this statement shows that by buying a product, the consumer will get the advantages such as they will get one clothe for free.



## CHAPTER III: FINDINGS AND DISCUSSION

This chapter presented the data that have been collected from Instagram. The researcher discussed them based on the theory of Grey (2008) on linguistic features and Keraf (2001) on persuasive strategy.

### 3.1 FINDINGS

The aims of this study are to analyze the use of linguistic features and persuasive strategy used on the caption used by Sukkhacitta on Instagram posts. The analysis of the study based on the formula of problem of the study in Chapter 1. The limitation of the study are in Grey's (2008) theory of linguistic features and Keraf's (2001) on persuasive strategy.

### 3.2 Lexical Features and Persuasive Strategies on Sukkhacitta's Instagram Posts

#### A. Lexical Features of Instagram caption of Sukkhacitta

Lexical features in caption of Sukkhacitta posts deal with the diction used in the advertisement. In this research, the researcher used fifteen posts of Sukkhacitta which posted in January to July. Those posts were the most representative among the others. The caption of those posts represented the way the advertiser convinced the followers through the lexical features applied in those posts. In addition, the diction used was able to strengthen the quality of the products. The data analysis which was dealing with lexical features could be seen in the Table 1.1 (See Appendix 2).

### a. Familiar Language

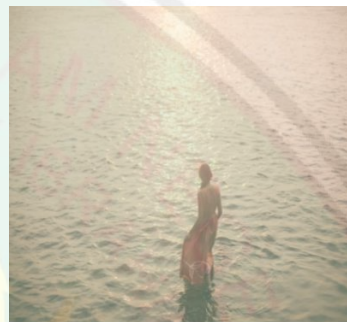
Familiar language was usually marked by the pronoun *you* on the caption. The researcher found familiar language in most of the data in Sukkhacitta posts on Instagram.

(D2)



167 likes  
sukkhacitta Tell us, to what adventures are you taking your #MadeRight piece this year?

(D3)

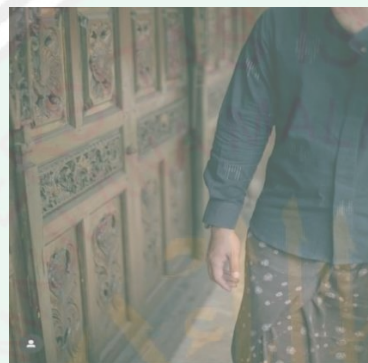


303 likes  
sukkhacitta Did you see our newly launched website yet? The team has been busy bees preparing it - and we're really excited to hear how you like it! #MadeRight #VillagesNotFactories

In Datum 2, the image of the picture was a woman wearing a dress from Sukkhacitta. The advertiser wrote the caption “*Tell us, to what adventure are you taking your #MadeRight piece this year?*” In this caption, the advertiser used the pronoun *you* which was marked as a familiar language by Grey. The function of using a familiar language *you* was to make the followers felt more friendly to the products. In addition, Grey (2008) also argued that the use of the pronoun “*you*” was to make the followers feel that they were involved in the advertisement. By using the pronoun *you*, the followers would feel that they were communicating with the advertiser. This technique was able to make the followers felt

comfortable so that they would enjoy reading the caption. Therefore, it would increase the attention of the followers towards the products that were promoted on the posts. Familiar language also found in Datum 3, 6, 7 to datum 15.

(D15)



203 likes  
sukkhacitta When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why. #VillagesNotFactories

Datum 15, the image of the picture was a man who wearing clothe from Sukkhacitta. *“When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why.”* It meant, the pronoun *you* on this caption was for the followers for the male since the image was a man. Thus, the researcher identified the pronoun *you* was for women or men based on the image of the picture presented on the posts. Therefore, in those data, the advertiser still used the pronoun *you* as a familiar language feature to create intimacy among the advertisers and followers.

## b. Hyperbole

Hyperbole used to exaggerate the products that being promoted. The researcher found hyperbole in several data.

(D1)



In datum 1 " *Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer*" This post was posted on the 6th of January 2019. The image of the picture was a woman who was wearing Easy Wrap Dress from Sukkhacitta. The hyperbole was identified by the existence of the word "new". The word *new* meant that Sukkhacitta launched the new product named *Easy Wrap Dress*, the dress that the followers would never find it anywhere else except in Sukkhacitta. Hyperbole was supported by the statement *an easy to wear dress that takes on the shape of the wearer*. In this statement, the advertiser described that their new dress was able to take the shape of the wearer. The advertiser made a statement of the dress as if there was no dress that could take the shape of the wearer. It was only the strategy used by the advertiser to convince the

followers to believe in Sukkhacitta. The goal of using hyperbole was to exaggerate the product in order to attract followers to buy the product. In addition, it introduced to the consumers that they had new products that they never sell it everywhere. Therefore, it would make the followers curious to know more about the new products that they launched.

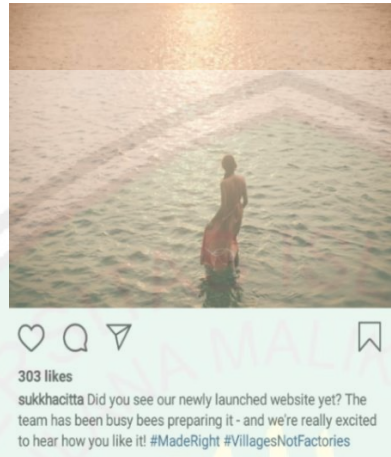
(D8)



649 likes  
 sukhacitta Wondering why @ireneandflowers is so happy?  
 Meet our new KUPU Easy Wrap Dress: an easy to wear dress  
 that takes on the shape of the wearer. #MadeRight as always,  
 just for you. #VillagesNotFactories

The advertiser also used hyperbole in Datum 8, “*Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.*” The image of the picture was a beautiful woman who was smiling and wearing KUPU Easy Wrap Dress. The advertiser also used the same statement of the previous datum “: *an easy to wear dress that take on the shape of the wearer*” it introduced about the new products of Sukkhacitta that was KUPU Easy Wrap Dress.

## (D3)



Hyperbole was also found in Datum 3. “*Did you see our newly launched website yet? The team has been busy bees preparing it – and we are really excited to hear how you like it!*” In this caption, the advertiser also used the word *newly* which identified as hyperbole. It was different with Datum 1 and 8. In Datum 1 and 8, the advertiser introduced the new products of Sukhhacitta, meanwhile, in Datum 3, the advertiser introduced the new website which functions as the media to order the product of Sukhhacitta. Through the website, the followers were helped to make them easier in collecting the dress from Sukhhacitta by ordering it through the website. They did not need to go to the shop but they only need to browse it and wait for the product at home. The used of hyperbole was supported by the statement “*The team has been busy bees preparing it*” the advertiser used the words *busy bees* to exaggerate the team that was so busy preparing the website of Sukhhacitta.



(D7)



(D10)

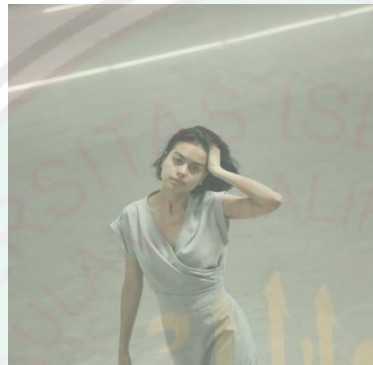


After introducing the new products and website, Sukkhacitta also introduced the new pattern and color of Sukkhacitta products. It was found in Datum 7 “*New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make*” and in Datum 10 “*Timeless style. Seasonal fabrics. New color just in, you know where to find them*” In Datum 7 and 10, the advertiser used the word *new* which was marked as the hyperbole to introduce the followers that they had the new pattern and color of the dress. The word *new* in these datum meant to exaggerate the products that Sukkhacitta had a new pattern and color of Sukkhacitta dress which still in kimono style that they never launched before. In datum 7, the hyperbole feature was supported by the statement “*Beautifully flows with every move you make*” This meant that women would always look beautiful when wearing the dress from Sukkhacitta. Thus, as it was known that women did love the dress with new color and pattern, using the word *new* on its caption

was able to attract the attention of the followers to buy the products from Sukkhacitta.

### c. Simple Vocabulary

(D1)



The researcher found the used of simple vocabulary in several data.

In Datum 1 “*Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer*” used simple vocabulary. It was marked by the used of daily vocabularies such as *meet, new, easy*, etc. Those vocabularies were often used on daily activity so that people would be able to understand and remember the caption used on Sukkhacitta posts when promoting the products.

**(D2)**

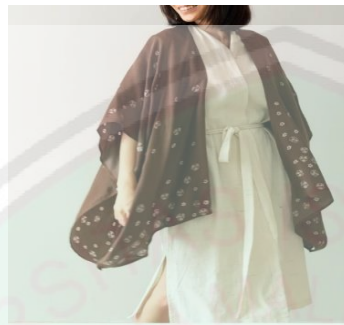
Another datum also used simple vocabulary. In datum 2 “*Tell us, to what adventure are you taking your #MadeRight piece this year?*” the advertiser used simple vocabulary in order to make the followers easy to understand the caption. The words *tell*, *adventure*, and *take* were easy to understand since people were often used in conversation.

**(D9)**

Datum 9 “*This weekend. The dress that you’ve been waiting for #MadeRight. Make sure you’re on the list.*” also used simple vocabulary. The vocabularies used on this caption were daily vocabularies so that the

followers were easy to understand and remember. The words *dress*, *waiting*, and *list* were often used in daily conversation.

**(D10)**



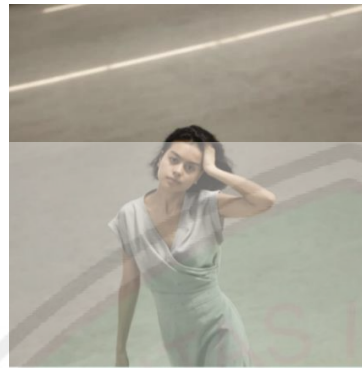
663 likes  
 sukhhacitta Timeless styles. Seasonal fabrics. New colors just in, you know where to find them. #MadeRight #VillagesNotFactories

Another datum which used simple vocabulary feature was datum 10 “*Timeless style. Seasonal fabrics. New color just in, you know where to find them.*” and datum 14 “*You have been eyeing a special #MadeRight piece - but wonder how it will look on you? Come try ‘em on in our studio!*” Both data used simple vocabularies to make the followers easy to understand the message delivered on the caption. When they understood the message delivered, the possibility that they would buy the product increased.

**d. Potency**

Potential word is often used by the advertiser in advertising their products. Sukhhacitta, one of the clothing brand used potency features in promoting its products towards Instagram posts.

(D1)



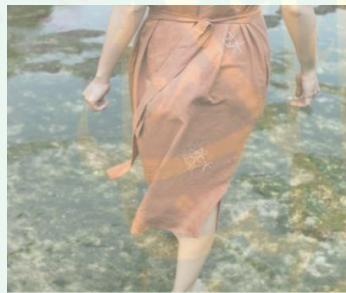
542 likes  
 sukhhacitta Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer.

(D8)



649 likes  
 sukhhacitta Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer. #MadeRight as always, just for you. #VillagesNotFactories

(D11)



242 likes  
 sukhhacitta Whether you're eating your way through Italy or going home to meet grandma, post a picture of you rockin #MadeRight & tag us! We'll choose a favorite to grab \$20 gift voucher - so get snappin! #VillagesNotFactories

In Datum 1, “*Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer*” the advertiser used *Easy Wrap Dress* as the potential word which function to attract the followers’ attention in order to buy the products. By using the words *Easy Wrap Dress* as the potential word, the followers would be more curious to know about the new products. The word *wrap* would make the followers interested to try the products since it was the new pattern of the dress. The

using of the words *Easy Wrap Dress* also found in datum 8 “*Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you*” and in datum 11 “*Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin. All the while reminding you to be the change you wish for in the world. #MadeRight*” In datum 8, the advertiser described what *Easy Wrap Dress* was in the next statement “*an easy to wear dress that take on the shape of the wearer*”. This statement used to give an explanation about *Easy Wrap Dress*, the new product of Sukkhacitta. In addition, the advertiser also used supporting statement in datum 11 “*it hugs and flatters your body, while the natural linen comfort your skin*” This statement was functioned to describe more about *Easy Wrap Dress*.

(D5)

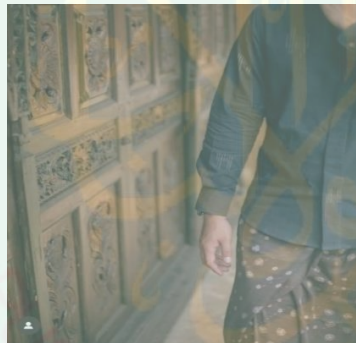


239 likes  
 sukhhacitta Freedom is found in the space between stimulus and action. A space to rest. A space to reflect.  
 SELAH launches next week. As always, #MadeRight @ Insiders shop first. Be part of the exclusive launch & waitlist through the link in our Story! #VillagesNotFactories

The researcher also found the used of potency feature in datum 5 “*Freedom is found in the space between stimulus and action. A space to*

*rest. A space to reflect. SELAH launch next week. As always, #MadeRight insiders shop first. Be the first of the exclusive lunch & waitlist through the link in our story!*” Here, the words *SELAH launch next week* were indicated as potential words. The followers would be curious about SELAH products since it would be launched next week. It could influence the followers to buy the new product of Sukkhacitta, named SELAH dress. Therefore, it was also supported by the statement *“Be the first of the exclusive lunch & waitlist through the link in our story!”* This statement invited followers to be the first buyer of the product.

(D15)



203 likes  
sukkhacitta When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why. #VillagesNotFactories

The next datum which used potency feature was datum 15 *“When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why.”* The potential word used in this caption was the word *craftsmanship*. The word *craftsmanship* gave the novelty meaning of the word *skill*. Thus, the used of potential word purposed to attract the followers’ attention when

reading the caption. Therefore, the followers would be interested in the promoted products

#### e. Glamorization

(D4)



In datum 4 “*Happiness is knowing that my clothes are handcrafted with pride, love and care. Feel good, look amazing in #MadeRight. Sustainable living has never felt so comfy!*” the advertiser used glamorization to give glamour effect towards the product that was being promoted (Grey 2008). The glamorization found in (D4) was indicated by the used of some words such as *pride, love, and care*. Besides, it was also supported by the word *good* and *amazing* in the next statement.



(D7)



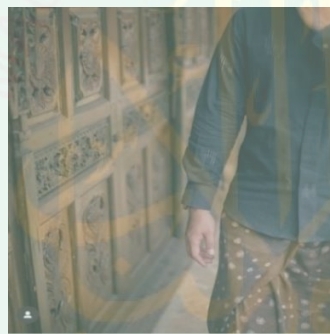
Glamorization was used to create an excessive effect on the products. The researcher found glamorization in Datum 7 “*New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make.*” The used of the word *beautifully* was indicated as glamorization. By using the word *beautifully*, the advertiser meant to make sure the followers that by wearing Sukhhacitta products, they would be beautiful in every move they made. The function of glamorization was to give glamour effect towards the advertisement. Therefore, it could influence or change people’s point of view towards something which was being discussed.

(D12)



The researcher also found glamorization in Datum 12 *“Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin. All the while reminding you to be the change you wish for in the world. #MadeRight”* This caption also applied glamorization by using the word *beautiful*. The advertiser wanted to describe the effect of wearing Sukkhacitta dress that everyone who worn Easy Wrap Dress would look effortlessly beautiful. This could influence followers to buy the dress.

(D15)



203 likes  
sukkhacitta When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why. #VillagesNotFactories

Datum 15, the advertiser also used glamorization *“When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why.”* The word *beautiful* was identified as glamorization. The advertiser showed that if the followers who worn Sukkhacitta dress, they would have a beautiful journey through their life as the journey of creating Sukkhacitta products.

## f. Repetition

Repetition was used to make the caption more interesting to read. The researcher found two data used repetition in Sukkhacitta posts on Instagram.

(D5)



In datum 5 *“Freedom is found in the space between stimulus and action. A space to rest. A space to reflect. SELAH launch next week. As always, #MadeRight insiders shop first. Be the first of the exclusive lunch & waitlist through the link in our story!”* there were two phrases that were repeated on this caption. The phrase was *“A space to rest and A space to reflect.”* This repetition was categorized as Alliteration. Alliteration is the repetition in the initial consonant sound of the word. In datum 5, the words *“a space to”* were repeated two times. The goal of using repetition was to attract the attention of the followers.

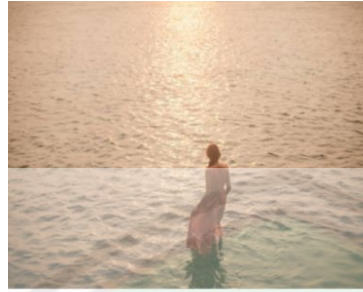
(D8)



Datum 8 “*New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make.*” In this statement, the word *new* was repeated two times to give emphasizing that Sukkhacitta had the new pattern and color of their products. This repetition was also categorized as Alliteration since the initial consonant of the word *new* was repeated two times. The goal of this feature was to attract followers in order to buy their product since they had a new pattern and new color.

#### **g. Euphemism**

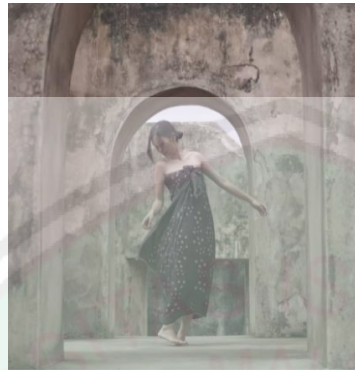
Euphemism is a type of figurative language which has connotative meaning. The researcher found several data that used euphemism on Instagram caption in Sukkhacitta.

**(D3)**

303 likes  
 sukhacitta Did you see our newly launched website yet? The team has been busy bees preparing it - and we're really excited to hear how you like it! #MadeRight #VillagesNotFactories

In datum 3 *“Did you see our newly launched website yet? The team has been busy bees preparing it – and we are really excited to hear how you like it!”* the advertiser used euphemism. The words “busy bees” indicated the euphemism feature. The advertiser used “busy bees” instead of “busy people” to avoid unpleasant words. The advertiser uses the word “bees” because the bee is always busy looking for honey as well as the team of Sukkhacitta who is always busy doing some activities to sell the products.

(D6)



324 likes  
 sukhacitta In this bustling world, nothing lasts forever.  
 Embrace the seasons and cycles of life. You got this!  
 #MadeRight @ #VillagesNotFactories

Another datum was also used euphemism which was datum 6 “*In this bustling world, nothing lasts forever. Embrace the season and cycles of life. You got this!*”. In this caption, euphemism was used to avoid an unpleasant word. The advertiser used the word *bustling world* instead of *busy world*. Both have the same meaning yet using *the bustling world* is better than using *busy world*.

#### h. Weasel Word

(D12)



557 likes  
 sukhacitta Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comforts your skin. All the while reminding you to be the change you wish for in the world. #MadeRight #VillagesNotFactories

Weasel word is a word that advocates a meaning without making any specific explanation so it can raise some questions. The researcher found weasel word in datum 12 “*Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin. All the while reminding you to be the change you wish for in the world. #MadeRight*” The words *It hugs and flatters your body* were indicated as weasel word that could raise the question of the followers. The question could be “*how was Sukkhacitta dress able to hug and flatter the body of the wearer?*” It was the aspect that differentiated Sukkhacitta products with another product.



## B. Persuasive Strategies of Sukkhacitta Posts on Instagram

In persuasion, facts and evidences are used as the basic concepts in convincing the target buyers. The advertiser is able to apply more than one technique of persuasion to make the target buyers believe more about the advantages of the products that are being promoted by the advertisers. Based on the theory of Keraf (2001) on persuasion, persuasive techniques are: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. The result can be seen in the Table 1.2 on appendix 2.

In the fifteen posts, the researcher found five types of persuasion, there were rationalization, identification, suggestion, conformity, and projection. Suggestion became the most often used in Sukkhacitta posts on Instagram to promote their products.

### a. Suggestion

Suggestion is an attempt to influence the followers with convincing words or voice. The researcher found 8 data used suggestion strategy on Instagram posts of Sukkhacitta.

(D1)



542 likes  
 sukkhacitta Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer.



In datum 1 “*Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer*”, the advertiser used suggestion strategy as the way to attract the followers’ attention. *Meet our new #MadeRight easy wrap dress* was indicated as the suggestion that the advertiser applied to the caption. The advertiser suggested the followers to see the new dress of Sukkhacitta, easy wrap dress, the dress that the followers could not find anywhere else except in Sukkhacitta. Besides, they could buy a new dress that had been launched. Here, the advertiser tried to influence the followers to do what he or she commanded to buy the products.

The researcher found the same pattern of suggestion applied by the advertiser in datum 7:



359 likes  
 sukkhacitta New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make. #MadeRight  
 @VillageBestFashion

“*Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.*” Here, the advertiser also repeated the statement found in datum 1 *meet our new KUPU easy wrap dress*. The advertiser still used the word *meet* as the command to see the

new product of Sukkhacitta, named KUPU dress, a new dress that take on the shape of people who wore it.

**(D3)**



303 likes  
 sukkhacitta Did you see our newly launched website yet? The team has been busy bees preparing it - and we're really excited to hear how you like it! #MadeRight #VillagesNotFactories

The researcher also found suggestion strategy used in datum 3 *“Did you see our newly launched website yet? The team has been busy bees preparing it – and we are really excited to hear how you like it!”* At first, the advertiser asked the followers whether they had visited the new website or not by using question words. After that, they explained that Sukkhacitta team had prepared for the website. Thus, the advertiser used the statement *“and we are really excited to hear how you like it!”* to indirectly invite the followers to visit their new website. This strategy used to suggest the followers to firstly visit the web to order the products of Sukkhacitta.

(D6)



The advertiser also applied suggestion strategy in datum 6 *“Freedom is found in the space between stimulus and action. A space to rest. A space to reflect. SELAH launch next week. As always, #MadeRight insiders shop first. Be the first of the exclusive lunch & waitlist through the link in our story!”* The words *be the first of the exclusive lunch & waitlist through the link in our story* were identified as suggestion strategy. The advertiser asked or gave suggestion to the followers to be the first buyer for the exclusive lunch of their product, named SELAH, that would be launched next week. The advertiser used the words *be the first* to influence the followers so that they would compete with other customers to be the first buyer. Therefore, there would increase the customer that order the new product of Sukkhacitta. After that, the advertiser told the followers to check the link in their story of Instagram to get the waitlist.

(D9)



In datum 9 “*This weekend. The dress that you’ve been waiting for #MadeRight. Make sure you’re on the list*” the advertiser used the words *make sure you’re on the list* as the suggestion strategy. The goal of using suggestion strategy on this caption was to remind the followers to order the new products of Sukkhacitta that they had been waiting for. Besides, the advertiser tried to give the command to the followers to make sure that they had been on the list to buy the new dress. That statement was supported by the next statement *the dress that you’ve been waiting for* to convince the followers that the new dress of Sukkhacitta had been being waited for by many customers. The advertiser used this statement as if the dress was waited by them to attract the customers to buy the product since many people waited for it.

**(D10)**

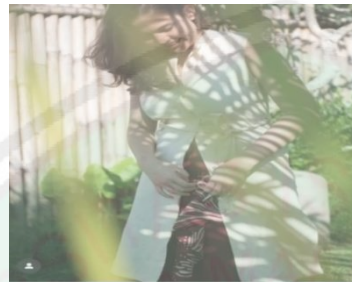
The advertiser also used this pattern in datum 10 “*Timeless style. Seasonal fabrics. New color just in, you know where to find them*”. The words *you know where to find them* was the strategy used to provoke the followers to buy the products. The advertiser considered that the followers knew well where to find the new product of Sukkhacitta as if the product was often bought by the followers, so the advertiser did not mention the name of the website that sold the products. The advertiser only told the followers that they had a new color of the products.

**(D11)**

In datum 11 “*Whether you’re eating your way through Italy or going home to meet grandma, post a picture of you rockin’ #MadeRight & tag us! We’ll choose a favorite to grab \$20 gift voucher – so get snappin’!*” In this caption, the researcher found the suggestion strategy. The word *post a picture of you rockin’ #MadeRight & tag us!*, indicated the suggestion strategy. At first, the advertiser asked the followers to post a picture of them when wearing a product from Sukkhacitta. After that, the advertiser asked them to post the picture and tag them. By posting the picture, the possibilities to get the attention of other followers increased since they wore a product from Sukkhacitta. It was also supported by the statement *We’ll choose a favorite to grab \$20 gift voucher – so get snappin’!* The advertiser would give a gift for someone whose picture could attract the attention of the advertiser. In this way, the followers would be more spirit to post the picture of them wearing Sukkhacitta dress. The words *so get snappin’* were used to invite the followers to participate in posting a picture and post it on

Instagram. The goal of this statement was to convince the other followers that Sukkhacitta product was worth it to buy and wear.

**(D14)**

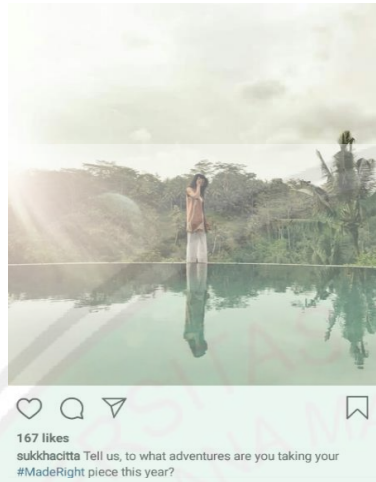


The last was datum 14 “You have been eyeing a special #MadeRight piece - but wonder how it will look on you? Come try ‘em on in our studio!” On this caption, the words *come try ‘em on in our studio!* were marked as suggestion strategy. The advertiser first introducing the special dress named #MadeRight. Then she made a statement *wonder how it will look on you* to make the followers interested to try to wear the dress of Sukkhacitta. After having that kind of thought, then the advertiser invited them to try it on their studio by saying *Come try ‘em on in our studio!*

**b. Identification**

Identification is important because the advertiser should know the appropriate concept for the product.

(D2)



(D13)



In datum 2 “*Tell us, to what adventure are you taking your #MadeRight piece this year?*” the advertiser used simple question to express identification strategy. Here, the advertiser asked the followers where they wanted to go when wearing #MadeRight dress. It meant to explain to the followers that wherever they go, they were still able to wear #MadeRight dress. This was supported by the image of the picture. The image was a woman who was standing in front of the swimming pool while there were many trees behind her. It showed that the dress from Sukkhacitta was able to be worn everywhere. This pattern also used by the advertiser in datum 13 “*Your #MadeRight piece is handcrafted for you to make memories in. To which adventures will you bring ‘em this year?*” the image of the picture was a woman who was in a beach. She wore #MadeRight dress. It showed that the woman could visit some places by



wearing Sukkhacitta products although it was in a beach. In other words, Sukkhacitta product could be worn in many different situations.

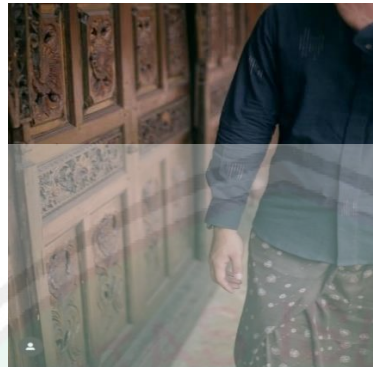
(D7)



359 likes  
 sukhhacitta New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make. #MadeRight  
 @ #VillanesNotFactories

The researcher also found identification strategy in datum 7 “*New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make.*” Here, the advertiser gave the information to the people that the new pattern of the cloth was still in kimono style. It meant that only women who could wear it. It was also supported by the image of the picture. The image was a beautiful woman who was wearing the new pattern and new color of Sukkhacita.

(D15)

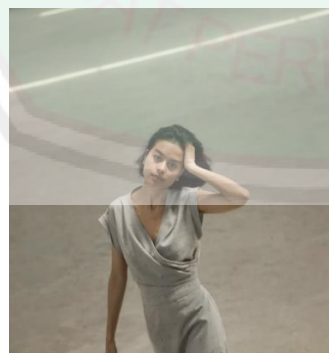


203 likes  
 sukhacitta When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why. #VillagesNotFactories

In datum 15 “When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why.” In this caption, the advertiser first described the benefit of wearing Sukkhacitta. The advertiser would feel the skill of Sukkhacitta design because it was made with heart.

### c. Rationalization

(D1)



542 likes  
 sukhacitta Meet our new #MadeRight! Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer.

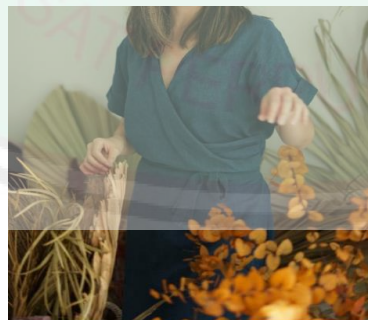
(D9)



302 likes  
 sukhacitta This weekend. The dress you've been waiting for, #MadeRight. Make sure you're on the list. #VillagesNotFactories

Rationalization is used to justify certain problems. After that, the advertiser will give statements to prove the quality of their products to solve the problem. The used of rationalization was found in datum 1 “Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer”. On this caption, the advertiser gave the solution for women who had problems with their clothes, which did not suit their body, to wear Sukkhacitta dress since it could take the shape of people who wore it. It was supported by the statement *an easy dress that takes on the shape of the wearer*. The advertiser gave the solution for the followers if they wanted to have the dress that could make them comfortable, they could buy it on Sukkhacitta. This case was the same with datum 9 “Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.”

(D12)



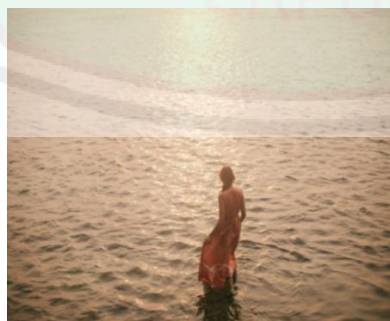
557 likes  
 sukhhacitta Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comforts your skin. All the while reminding you to be the change you wish for in the world. #MadeRight #VillagesNotFactories

The researcher also found rationalization strategy applied in datum 12 *“Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin. All the while reminding you to be the change you wish for in the world. #MadeRight”*. The advertiser gave the solution for people to wear an Easy Wrap Dress of Sukkhacitta which was able to hug and flatter their body. The advertiser gave the rational reason to wear Sukkhacitta dress when they could not find a suitable dress to wear or they had a problem with their size of clothes. Therefore, by wearing #MadeRight dress, the followers could dressed beautifully and comfort the skin.

#### d. Conformity

Conformity is the strategy to make something is similar to others. The advertisers will put themselves as persuaded people. They will try to convince the followers that the products are suitable for both advertisers and followers.

(D3)



303 likes  
 sukhhacitta Did you see our newly launched website yet? The team has been busy bees preparing it - and we're really excited to hear how you like it! #MadeRight #VillagesNotFactories

In datum 3 “*Happiness is knowing that my clothes are handcrafted with pride, love and care. Feel good, look amazing in #MadeRight. Sustainable living has never felt so comfy!*” In this caption, the advertiser tried to describe to the followers that the clothes that they wore were made with pride, love and care so it would be so comfortable for both advertisers and followers. Here, the advertiser tried to put themselves as persuaded people by saying *my clothes are handcrafted with pride, love and care*. This statement would make the followers think that the advertiser also wore the products. Therefore, it could influence the followers to buy the products since the advertiser also wore it. It was also supported by the next statement *Feel good, look amazing in #MadeRight*.

(D8)



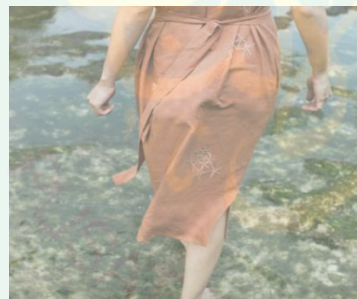
The advertiser found another conformity strategy in datum 8 “*Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.*” The image of this post was a

beautiful woman wearing KUPU easy wrap dress holding flower while smiling. The woman was @ireneandflowers, a young entrepreneur who sold wedding flowers. In this post, the advertiser mention @ireneandflowers to convince the followers that their products were also worn by many famous people. Therefore, it can increase the belief of the followers to wear Sukkhacitta products.

#### d. Projection

Projection is a technique which presents the advantages of the product to differentiate it with another product.

(D11)



242 likes  
 sukhhacitta Whether you're eating your way through Italy or going home to meet grandma, post a picture of you rockin' #MadeRight & tag us! We'll choose a favorite to grab \$20 gift voucher - so get snappin'! #VillagesNotFactories

The researcher only found one datum which used projection technique. In datum 11 *“Whether you’re eating your way through Italy or going home to meet grandma, post a picture of you rockin’ #MadeRight & tag us! We’ll choose a favorite to grab \$20 gift voucher – so get snappin’!”* the advertiser showed the advantage of buying the product. At

first, the advertiser asked the followers who worn #MadeRight dress to take a picture and post it on Instagram. After posting a picture, the advertiser would choose one of the favorite picture to get a voucher. It was supported by the statement *We'll choose a favorite to grab \$20 gift voucher – so get snappin'!* It was used to tell the followers that the one whose picture became a favorite would get \$20 gift voucher. Therefore, it can make the followers more interested to buy the product since they would get a voucher from the advertiser.

### **3.3 The Relation between Lexical features and Persuasive Strategies Used on Sukkhacitta's Instagram Posts**

In Sukkhacitta's Instagram posts, the researcher found some lexical features and persuasive strategies in Sukkhacitta's Instagram posts. Both lexical features and persuasive strategies were used as the strategy of persuasion. In Sukkhacitta posts, there were some lexical features used such as familiar language, hyperbole, simple vocabulary, potency, glamorization, repetition, euphemism, and weasel word. From ten types of lexical features, Sukkhacitta only used eight features as the strategy of persuasion. Based on Grey's (2008) theory, neologism and humor features were not found in Sukkhacitta's instagram posts. In addition, persuasive strategies were also used by Sukkhacitta such as suggestion, rationalization, identification, conformity, and projection. Based on Keraf's (2001) theory on persuasive strategies, Sukkhacitta did not use compensation and displacement strategy to persuade the followers to buy the products.

After finding the lexical features and persuasive strategies used by Sukkhacitta in each of its posts on Instagram, the researcher found the relation between linguistic features and persuasive strategies used as the strategy of persuasion. In each of Sukkhacitta's Instagram post, Sukkhacitta used more than one lexical features to persuade the followers to believe in what they had written in the caption. For example, in one of posts that was posted by Sukkhacitta on the 15 of January 2019, Sukkhacitta used familiar language and simple vocabulary. In doing the persuasion, lexical features were used in each of persuasive strategy.

In persuasive strategies, there were ten data that had been classified as suggestion strategy. In each of the datum, Sukkhacitta applied more than one lexical feature. As what had been explained in the findings in 3.2 about lexical features and persuasive strategies, Sukkhacitta used familiar language, hyperbole, simple vocabulary, potency, repetition, and euphemism in suggestion strategy as the strategy of persuasion. Familiar language was used to create the intimacy among the followers towards the products that were being promoted. Based on Grey (2008) theory, familiar language was identified by the used of pronoun *you* in the caption. Hyperbole was used to exaggerate the products to be more interesting so that the followers would be interested in wearing the products that were promoted. Simple vocabulary was also used to make the followers easy to understand and remember about the products that were being promoted. The used of repetition was to give the emphasizing about certain product such as to emphasize the new color and pattern in Sukkhacitta's dress. The last was the used



of euphemism. Euphemism used to give the connotative meaning in the caption to avoid an unpleasant meaning.

The next strategy, the researcher found five from fifteen posts of Sukkhacitta used identification strategy. In identification strategy, each of Sukkhacitta posts used more than one lexical features as the strategy of persuasion. The researcher found there were five lexical features applied in identification strategy such as familiar language, simple vocabulary, potency, glamorization, and weasel word. Glamorization was used to give the novelty of the products so that it would be more valuable. Weasel word was a used of a word that advocated meaning without making it more specific. Based on Grey's (2008) theory, weasel word was words which could differentiate the product from another products. Sukkhacitta used weasel word to differentiate their products from another product. Those lexical features were used to convince the followers of Sukkhacitta to buy their products.

The researcher found three from fifteen posts of Sukkhacitta used rationalization strategy. In rationalization strategy, Sukkhacitta applied some lexical features to help them to convince the followers to buy the products. From those three posts, the lexical features that were applied by Sukkhacitta were familiar language, hyperbole, simple vocabulary, potency, glamorization, and weasel word. Those lexical features were used as the strategy of persuasion. Both persuasive strategy and lexical features were used to convince the followers of Sukkhacitta to buy the products.

The following strategy was conformity. Sukkhacitta applied conformity strategy in two from fifteen posts of Sukkhacitta. In each of post, Sukkhacitta applied more than one lexical features as the strategy of persuasion. The lexical features were familiar language, hyperbole, potency, and glamorization. Those lexical features were used as persuasion to persuade the followers so that they would be interested to wear the products from Sukkhacitta.

The last strategy was projection. The researcher only found 1 post of Sukkhacitta that used projection as the persuasive strategy. In that post, Sukkhacitta only used one lexical feature that was familiar language. The function of using lexical feature was as the strategy of persuasion. Both lexical feature and persuasive strategy were used to convince the followers of Sukkhacitta to buy the products that were being promoted.

After finding the lexical features that were applied by Sukkhacitta in each of persuasive strategy, the researcher found the most often used by Sukkhacitta in each of persuasive strategy. Familiar language and simple vocabulary were the most often used in Sukkhacitta posts. There were five from seven types of persuasive strategies used by Sukkhacitta. In each of the strategy, familiar language was used in each of persuasive strategy. Meanwhile, simple vocabulary was used in each of persuasion strategy, except in projection strategy. The used of familiar language and simple vocabulary showed that Sukkhacitta wanted to be closer to the followers. Besides, Sukkhacitta used simple vocabulary to make the followers understand and remember easily towards the products of Sukkhacitta. Therefore, both lexical features and ersuasive strateges used by Sukkhacitta on

Instagram posts purposed to persuade the followers towards the products that they promoted.



### 3.4 DISCUSSION

In this study, the researcher conducted the theory of Grey (2008) in analyzing the lexical features and Keraf's (2001) theory of persuasive strategy to analyze persuasive used by Sukkhacitta on Instagram posts. Both linguistic features and persuasive strategies were used to convince followers to buy the products. The researcher used fifteen posts of Sukkhacitta as the data of this study. The data were taken from January 2019 to August 2019. In this study, there were two problems of the study that should be answered. First, what the linguistic features are used by Sukkhacitta on Instagram posts. Second, what the persuasive strategy are used by Sukkhacitta on Instagram posts.

Based on the findings from the problems of the study above, the researcher found linguistic features and persuasive strategy used on Sukkhacitta posts on Instagram. The researcher found that the advertiser used eight from ten linguistic features which were; familiar language, hyperbole, simple vocabulary, potency, glamorization, repetition, euphemism, and weasel word. The most often used by the advertiser was familiar language. The researcher found twelve from fifteen posts of Sukkhacitta used familiar language. There were five from ten posts of Instagram used hyperbole, simple vocabulary, and potency. Meanwhile, glamorization found in four from fifteen posts of Sukkhacitta. There were two Instagram posts that used repetition and euphemism. Weasel word only found in one post that was posted on the 23rd of June 2019. Meanwhile, the researcher did not find neologism and humor features on Sukkhacitta posts on Instagram.

The most often used by Sukkhacitta on Instagram posts was familiar language. Based on the theory of Grey (2008) on linguistic features, familiar language was marked by the existence of pronoun *you* on the caption, such as in one of Sukkhacitta posts that was posted on the 15th of January 2019. From that post, the advertiser used familiar language to create intimacy between the followers and the products that were promoted. Intimacy came when the followers felt that they were being involved in the advertisement. One of the way to make the followers felt that they were being involved was by using the pronoun *you*. Besides, it would make them feel that they were communicating with the advertiser. As the result, it would increase the attention of the followers towards the products that were promoted.

Hyperbole was found in five from fifteen posts of Sukkhacitta. We could see the example on one of Sukkhacitta posts that was posted on the 6th of January 2019. Based on the theory of Grey (2008), the hyperbole was identified by the used of the word *new*. The word *new* was identified as hyperbole since it announced that Sukkhacitta launched the new dress that the followers would never find it anywhere except in Sukkhacitta. The advertiser tried to exaggerate the dress by saying that the new dress, named Easy Wrap Dress could take on the shape of the wearer. Sukkhacitta made this statement as if there was no dress that could take the shape of the wearer. It was only the strategy that was used by Sukkhacitta to convince the followers to buy the products.

The next feature was simple vocabulary. There were five from fifteen posts of Sukkhacitta used simple vocabulary. Based on Grey's theory of linguistic

features, simple vocabulary feature was identified by the used of daily vocabulary which was easy to understand. The goal of using simple vocabulary was to make the audiences easy to understand the caption of Sukkhacitta posts on Instagram. By understanding the caption on Instagram posts, the followers could be persuaded to buy the products. We could see the example in Sukkhacitta post “*This weekend. The dress that you’ve been waiting for #MadeRight. Make sure you’re on the list*” This sentence was identified as simple vocabulary feature since it used daily vocabularies and easy to understand by the followers. It was marked by the used of some words such as *weekend, dress, waiting, and list*.

The following feature was potency. The researcher found potency in five from fifteen Sukkhacitta posts on Instagram. Based on Grey’s (2008), potential words were used to give the new value or novelty and immediacy. Grey’s (2008) identified some words such as *free, now, important, development, etc.* as potential words. The goal of using the potential word was to influence the followers to believe in what the advertiser wrote in the caption about the products that being promoted. As one of the examples in Sukkhacitta posts on Instagram, Sukkhacitta used the words *Easy Wrap Dress*. Those words were identified as potential words since it could have the potential to make the followers curious about the novelty of the products since the dress was made to be easy to wear. Besides, it could influence the followers to buy the products since *Easy Wrap Dress* was the new dress that launched by Sukkhacitta.

The next feature was glamorization. Based on the findings above, the researcher found glamorization in four from fifteen of Sukkhacitta posts on

Instagram. The goal of using glamorization was to give more value to the products that being promoted. We could see the example in one of Sukkhacitta posts “*Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin.*” Based on the theory of Grey (2008), the word *beautiful* was identified as glamorization. It gave value to the products. Looking beautiful was every girl’s hope. That was why Sukkhacitta used the word beautiful as glamorization feature to convince the followers that they would look effortlessly beautiful when wearing dress from Sukkhacitta. In addition, it was also supported by the statement “*It hugs and flatters your body, while the natural linen comfort your skin*” it meant to explain to the followers that by wearing Easy Wrap Dress, they would be more comfortable to do some activities.

Repetition feature was found in two posts of Sukkhacitta. The function of using repetition in the caption was to give emphasizing towards something that was being discussed. Based on Grey’s theory (2008), repetition was divided into three types; alliteration, rhyme, and rhythm. In Sukkhacitta posts, the researcher found the used of alliteration in one of Sukkhacitta posts that was posted on the 18th of April 2019, “*New pattern, new color...*” Sukkhacittta emphasized the word *new* by repeating it two times. Here, Sukkhacitta wanted to announce that they had a new dress with a new pattern and color. It was marked by the used of alliteration, by repeating the initial consonant sound of a word *new* to produce rhythmical and musical effect.

The researcher also found the used of euphemism in Sukkhacitta posts. The goal of using euphemism was to avoid an unpleasant meaning of the words. Based on Grey's theory (2008), euphemism is a type of figurative language which used connotative meaning to avoid an unpleasant meaning. We could see the example found in one of Sukkhacitta posts "*In this bustling world, nothing lasts forever...*" on this caption, the Sukkhacitta used *bustling world* instead of *busy world*. Both have the same meaning yet using *bustling world* is better than using *busy world*. Sukkhacitta used *bustling world* to avoid an unpleasant meaning in its caption. By using *bustling world*, Sukkhacitta could avoid the using of unpleasant meaning. Unpleasant meaning was avoided since it could raise a negative thought from the followers.

The last feature was weasel word. Weasel word only found in one post of Sukkhacitta. Based on Grey's theory (2008), weasel word was used to give meaning without being specific. Therefore, it could raise the question from the followers. We could see the example in Sukkhacitta post "*Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body...*" the statement *It hugs and flatters your body* would raise the question from the follower such as "*how was Easy Wrap Dress able to hug and flatter my body?*" Therefore, it could influence the followers to wear the dress from Sukkhacitta.

From ten types of lexical features, the researcher only found eight features used by the advertiser in promoting the products on Instagram. Those eight features had been discussed above. Meanwhile, the researcher could not find the used of humor and neologism on Sukkhacitta posts. Humor was used to make



something funny so that the followers would be more interested in reading the caption to make them buy the products while neologism was the used of new words that were created by joining two separate words. Yet, the researcher could not find them in Sukkhacitta posts on Instagram. Neologism and humor were not also found in the previous study that has been done by Sulistyowati (2017). Sulistyowati conducted a study on the linguistic features and persuasion technique in Marlboro cigarette advertisement slogan.

In persuasive, the researcher only found five from seven persuasive strategies used by the advertiser, there were suggestion, identification, rationalization, conformity, and projection. The most often used by the advertiser was suggestion. There were ten from fifteen posts of Sukkhacitta used suggestion. The next was identification. The researcher found four posts of Sukkhacitta used identification to convince the followers to buy the products. The following strategy was rationalization. There were three among fifteen posts of Sukkhacitta used rationalization. Conformity was also found in two from fifteen posts. The last was projection. The researcher only found one datum used projection as the strategy of persuasion. Meanwhile, two from seven types of persuasion were not found in the data, there were compensation and displacement.

Suggestion became the most often used by Sukkhacitta in promoting their products towards Instagram posts. The researcher found suggestion in ten from fifteen posts of Sukkhacitta on Instagram. The goal of using suggestion was an attempt to persuade the followers by giving the conviction through some words. We could see the example in one of Sukkhacitta posts *“This weekend. The dress that*

*you've been waiting for #MadeRight. Make sure you're on the list*" The statement *Make sure you're on the list* was identified as suggestion strategy.

The next strategy was identification. In identification, the advertiser had to know the situation and the circumstances of the followers so that the advertiser could persuade the followers easily. Identification was found in four posts of Sukkhacitta. Identification was also marked by the image of the picture where the people on the image were in some situations yet they still wearing the products. We could see the example on one of Sukkhacitta posts on instagram "*Your #MadeRight piece is handcrafted for you to make memories in. To which adventures will you bring 'em this year?*" On this post, the image was a woman who was in the beach while wearing the dress from Sukkhacitta. It identified that whatever the situation was, the dress from Sukkhacitta was able to accompany the followers.

The following was rationalization. The researcher found rationalization in three posts of Sukkhacitta. In rationalization, the advertiser gave justification of certain problem and at the same time, they gave the solution. The example was found in one of Sukkhacitta post "*Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin...*" Sukkhacitta gave the solution for people to wear an Easy Wrap Dress of Sukkhacitta which was able to hug and flatter their body. Therefore, Sukkhacitta gave the rational reason to wear Sukkhacitta dress when they could not find a suitable dress to wear or they had a problem with their size of clothes.

Conformity was also found in two from fifteen posts of Sukkhacitta. In conformity, Sukkhacitta would put themselves as the object of persuasion. Based on Keraf's (2001) theory on persuasion, the advertiser usually paid certain actors or actresses to act like the advertiser's willing to promote the products. We could see the example in one of Sukkhacitta posts "*Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress...*" In this post, Sukkhacitta mentioned @ireneandflowers to convince the followers that their products were also worn by many famous people. Therefore, it can increase the belief of the followers to wear a dress from Sukkhacitta.

The last type was projection. In projection, Sukkhacitta would show the advantage of the products which differentiate it from another product. We could see the example in Sukkhacitta post which was posted on the 4th of June 2019 "... *post a picture of you rockin' #MadeRight & tag us! We'll choose a favorite to grab \$20 gift voucher – so get snappin'!*" In this statement, Sukkhacitta showed the advantage of buying the product. At first, Sukkhacitta asked the followers who wore a dress from Sukkhacitta to take a picture and post it on Instagram. After posting a picture, the advertiser would choose one of the favorite pictures to get a voucher.

In persuasive strategy, the researcher could not find compensation and displacement strategy used in promoting the products on Instagram posts of Sukkhacitta. The result found in this study was different from the previous study that has been conducted by Nasruddin (2016). He found six from seven persuasion strategies used in the advertisement of Apple Inc. there were

rationalization, identification, suggestion, conformity, displacement, and projection. Compensation was also not found in the advertisement of Apple Inc.

Based on the findings of lexical features and persuasive strategy in the previous chapter, the researcher found some linguistic features applied to the persuasive strategy used by Sukkhacitta on Instagram posts. Both linguistic features and persuasive strategy were used as the strategy of persuasion in the advertisement.

Lexical features used by Sukkhacitta was as the strategy of persuasion. Thus, in the persuasive strategy, Sukkhacitta used some lexical features. For example suggestion strategy, the most often used in the caption of Sukkhacitta posts on Instagram. The result showed that there were ten from fifteen posts of Sukkhacitta used suggestion strategy in promoting the products. In this strategy, the advertiser used some lexical features such as familiar language, simple vocabulary, potency, hyperbole, and euphemism. Those linguistic features were used to persuade the followers to buy the products from Sukkhacitta.

The other persuasive strategy was identification. The researcher found five from fifteen Sukkhacitta posts used identification. In identification strategy, the advertiser used familiar language, potency, and glamorization features to convince the followers towards the product that being promoted. In addition, the researcher found some lexical features used by Sukkhacitta in rationalization such as familiar language, simple vocabulary, and potency as well as weasel word. Yet, weasel word was used only in one post of Sukkhacitta on Instagram. These lexical features were function as persuasion strategy to persuade the followers to buy the products.

The next strategy was conformity. In conformity, the researcher found the lexical features used by Sukkhacitta as the persuasion strategy such as familiar language, hyperbole, glamorization, and potency. The last was projection. The researcher only found one post used projection strategy. In this strategy, the advertiser only used one lexical feature that was familiar language.

From those explanations, the researcher found that familiar language was used in each of persuasion strategy except in compensation and displacement since they were not found in Sukkhacitta posts on Instagram. According to Grey (2008), familiar language was indicated by the use of the pronoun *you* in the sentence. We could see the example in suggestion strategy. We could find it in the post which was posted on the 15th of January 2019 *“Tell us, to what adventure are you taking your #MadeRight piece this year?”* and in identification strategy *“... Beautifully flows with every move you make.”* as well as in conformity strategy *“...an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.”*

Besides using familiar language in each of the strategies, Sukkhacitta also applied simple vocabulary features to make the followers understand easier and feel more comfortable towards products from Sukkhacitta. According to Grey (2008), simple vocabulary must be simple and brief. We could see the example in rationalization strategy *“Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer”* This post was posted on the 6th of January 2019. Besides in rationalization, Sukkhacitta also applied simple vocabulary in suggestion. We could see the example in Sukkhacitta post which

was posted on the 10th of February 2019 *“Did you see our newly launched website yet? The team has been busy bees preparing it – and we are really excited to hear how you like it!”* Those posts used simple vocabulary to attract the followers’ intention by using eye-catching sentences.

In doing the persuasion, Sukkhacitta applied some lexical features as the strategy to persuade the followers through the caption on Instagram posts. In each strategy, the advertiser used more than two lexical features except in projection strategy, the advertiser only used familiar language. Therefore, familiar language was used in each of strategy of persuasion. Furthermore, simple vocabulary was also used in each of persuasion strategy except in projection strategy. The goal of using familiar language and simple vocabulary in each of persuasion strategy was to make the followers easy to understand about what was written in the caption so that Sukkhacitta could persuade them easily.

## CHAPTER IV: CONCLUSION AND SUGGESTIONS

This chapter consists of the conclusion and suggestions related to the result of the discussion in the previous chapter. Some conclusions and suggestions have been presented in this chapter.

### 4.1 Conclusion

Based on the analysis in the previous chapter, the researcher found the lexical features and persuasive strategies used on Sukkhacitta posts on Instagram. First, the researcher found eight from ten types of lexical features used on the caption of Sukkhacitta posts on Instagram. There were; familiar language, as the most often used in the caption of Sukkhacitta posts in Instagram, hyperbole, simple vocabulary, potency, glamorization, repetition, euphemism, and weasel word. According to Grey (2008), neologism and humor features were not found on Sukkhacitta. Thus, the lexical features used on the caption of Sukkhacitta posts on Instagram had function to persuade and attract the followers to buy the products. From those results, the researcher found that Sukkhacitta used interesting ways to promote the products. For examples, Sukkhacitta used familiar language, simple vocabulary, potency, weasel word, etc. to convince the followers to buy the products. Sukkhacitta was a clothing brand with sustainable handcraft with cotton silk as the material. Sukkhacitta had some kinds of dresses such as KUPU Easy Wrap Dress, SELAH dress, etc. It was made to preserve the cultural

heritage of Indonesia so that Indonesian people would be proud to wear the local products.

Besides, the types of persuasive strategy was also analyzed to answer the persuasive strategy used on Sukkhacitta's Instagram posts. The result showed that based on Keraf (2001) there were five from seven types of persuasive strategy were used by the Sukkhacitta to convince the followers to believe in the message delivered on the caption. There were; suggestion, as the most often used on the caption as the strategy of persuasion, identification, rationalization, conformity, and projection. Meanwhile, the researcher could not find the used of compensation and displacement strategy on Sukkhacitta. Thus, the goal of using the persuasive strategy used in the caption of Sukkhacitta posts on Instagram was to persuade the followers to buy the products. Therefore, both lexical features and persuasive strategy were used as the strategy of persuasion. In doing the persuasive strategies, Sukkhacitta applied some lexical features on Instagram posts. In each of the strategy, there was more than one lexical feature applied as what had been explained in Discussion. One of the examples was familiar language. Familiar language was used in each of the persuasion strategy. The goal of using familiar language was to create intimacy among followers and the products from Sukkhacitta.

#### **4.2 Suggestion**

After finishing this study, the researcher realizes that this study has lots of weaknesses and limitation. The researcher hopes to the next researchers who are interested in doing the same field of research to use the latest theory on linguistic



features and persuasion strategy to get the novelty of the state of art in the research by using different area and theories to fulfill the weakness of this study. The next researcher should learn more about linguistic features and persuasion strategy to give deeper explanation on linguistic features and persuasion strategy. Besides, the next researcher are able to do further research on different area such as in tourism places, logo of some brands, etc.

In this study, the researcher tries to find the linguistic features used by Sukkhacitta on Instagram posts as the strategy of persuasion. Another suggestion, the next researchers are able to find another way in persuading the followers such as analyzing it in the case of semantic or syntax features with a proper theory. Therefore, the result of the study can give a contribution to the research on linguistic study. Besides giving the contribution to the linguistic study, it also gives benefits for the readers to know the strategies used to convince the followers to buy the products that are being promoted.

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## CURRICULUM VITAE



Intan Laladevi was born in Lombok on November 30, 1996. She graduated from SMAN 4 Praya in 2014. After graduating from Senior High School, she studied English in Pare, Kediri. During her study in Pare, she had experience in teaching English in MA Asy-Syakur, Ngasem, Bojonegoro for a month. She started her higher education in 2015 at the Department of English literature UIN Maulana Malik Ibrahim Malang and finished in 2019. During her study at the University, she has been becoming English tutor in Lembaga Bimbingan Belajar Brawijaya in Panjaitan and Sengkaling, Malang.

**APPENDIX 1**

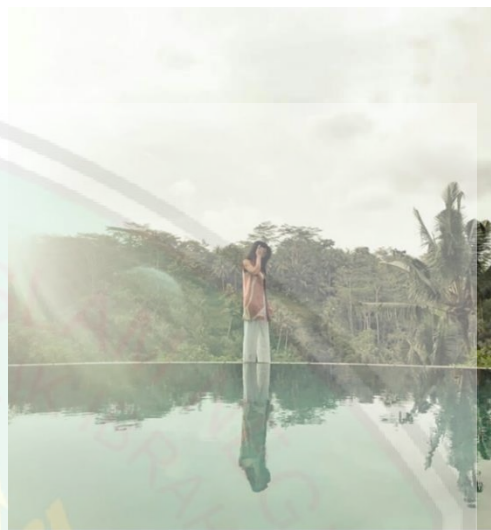
**Datum 1**



542 likes  
 sukkhacitta Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer.

(6<sup>th</sup> of January 2019)

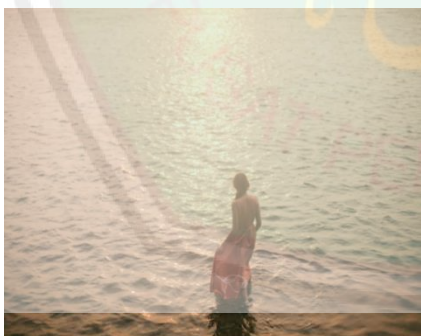
**Datum 2**



167 likes  
 sukkhacitta Tell us, to what adventures are you taking your #MadeRight piece this year?

(15<sup>th</sup> of January 2019)

**Datum 3**



303 likes  
 sukkhacitta Did you see our newly launched website yet? The team has been busy bees preparing it - and we're really excited to hear how you like it! #MadeRight #VillagesNotFactories

(10<sup>th</sup> of February 2019)

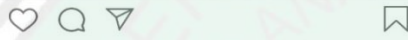
**Datum 4**



257 likes  
 sukkhacitta Happiness is knowing that my clothes are handcrafted with pride, love and care. Feel good, look amazing in #MadeRight. Sustainable living has never felt so comfy! #VillagesNotFactories

(18<sup>th</sup> of February 2019)

**Datum 5**

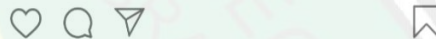


239 likes  
sukkhacitta Freedom is found in the space between stimulus and action. A space to rest. A space to reflect.

SELAH launches next week. As always, #MadeRight @ Insiders shop first. Be part of the exclusive launch & waitlist through the link in our Story! #VillagesNotFactories

(31<sup>st</sup> of March 2019)

**Datum 6**



324 likes  
sukkhacitta In this bustling world, nothing lasts forever. Embrace the seasons and cycles of life. You got this! #MadeRight @ #VillagesNotFactories

(18<sup>th</sup> of April 2019)

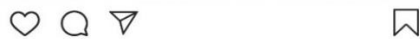
**Datum 7**



359 likes  
sukkhacitta New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make. #MadeRight @ #VillagesNotFactories

(18<sup>th</sup> of April 2019)

**Datum 8**



649 likes  
sukkhacitta Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer. #MadeRight as always, just for you. #VillagesNotFactories

(15<sup>th</sup> of May 2019)

**Datum 9**



302 likes  
 sukkhacitta This weekend. The dress you've been waiting for, #MadeRight. Make sure you're on the list. #VillagesNotFactories

(17<sup>th</sup> of May 2019)

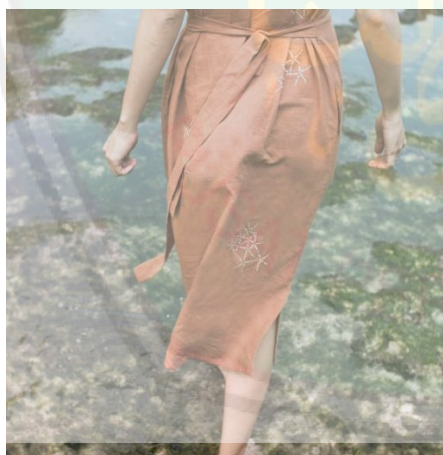
**Datum 10**



663 likes  
 sukkhacitta Timeless styles. Seasonal fabrics. New colors just in, you know where to find them. #MadeRight #VillagesNotFactories

(18<sup>th</sup> of May 2019)

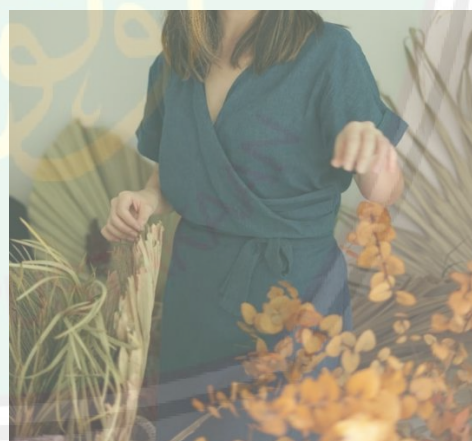
**Datum 11**



242 likes  
 sukkhacitta Whether you're eating your way through Italy or going home to meet grandma, post a picture of you rockin #MadeRight & tag us! We'll choose a favorite to grab \$20 gift voucher - so get snappin! #VillagesNotFactories

(4<sup>th</sup> of June 2019)

**Datum 12**



557 likes  
 sukkhacitta Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comforts your skin. All the while reminding you to be the change you wish for in the world. #MadeRight #VillagesNotFactories

(23<sup>th</sup> of June 2019)

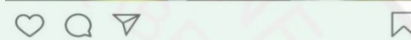
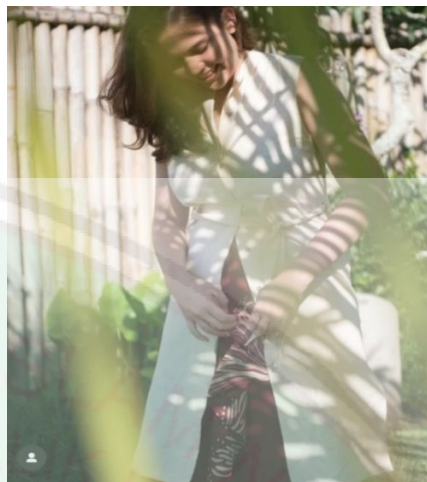
**Datum 13**



151 likes  
sukkhacitta Your #MadeRight piece is handcrafted for you to make memories in. To which adventures will you bring 'em this year? 🍷  
#VillagesNotFactories

(19<sup>th</sup> of July 2019)

**Datum 14**



153 likes  
sukkhacitta You've been eyeing a special #MadeRight piece - but wonder how it will look on you? Come try 'em on in our studio! Our Customer Happiness Specialist, Grace, is a text away: +6281220665880 🍷 #VillagesNotFactories

(20<sup>th</sup> of July 2019)

**Datum 15**



203 likes  
sukkhacitta When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why. #VillagesNotFactories

(28<sup>th</sup> of July 2019)



**APPENDIX 2**

**Table 1.1. The lexical features of Sukkhacitta posts on Instagram**



Instagram Caption	Lexical Features									
	Hyperbole	Neologism	Weasel word	Familiar Language	Simple Vocabulary	Repetition	Euphemism	Humor	Glamorization	Potency
Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer.	√				√					√
Tell us, to what adventure are you taking your #MadeRight piece this year?				√	√					
Did you see our newly launched website yet? The team has been busy bees preparing it – and we are really excited to hear how you like it!	√			√			√			
Happiness is knowing that my clothes are handcrafted with pride, love and care. Feel good, look amazing in #MadeRight. Sustainable living has never felt so comfy!									√	

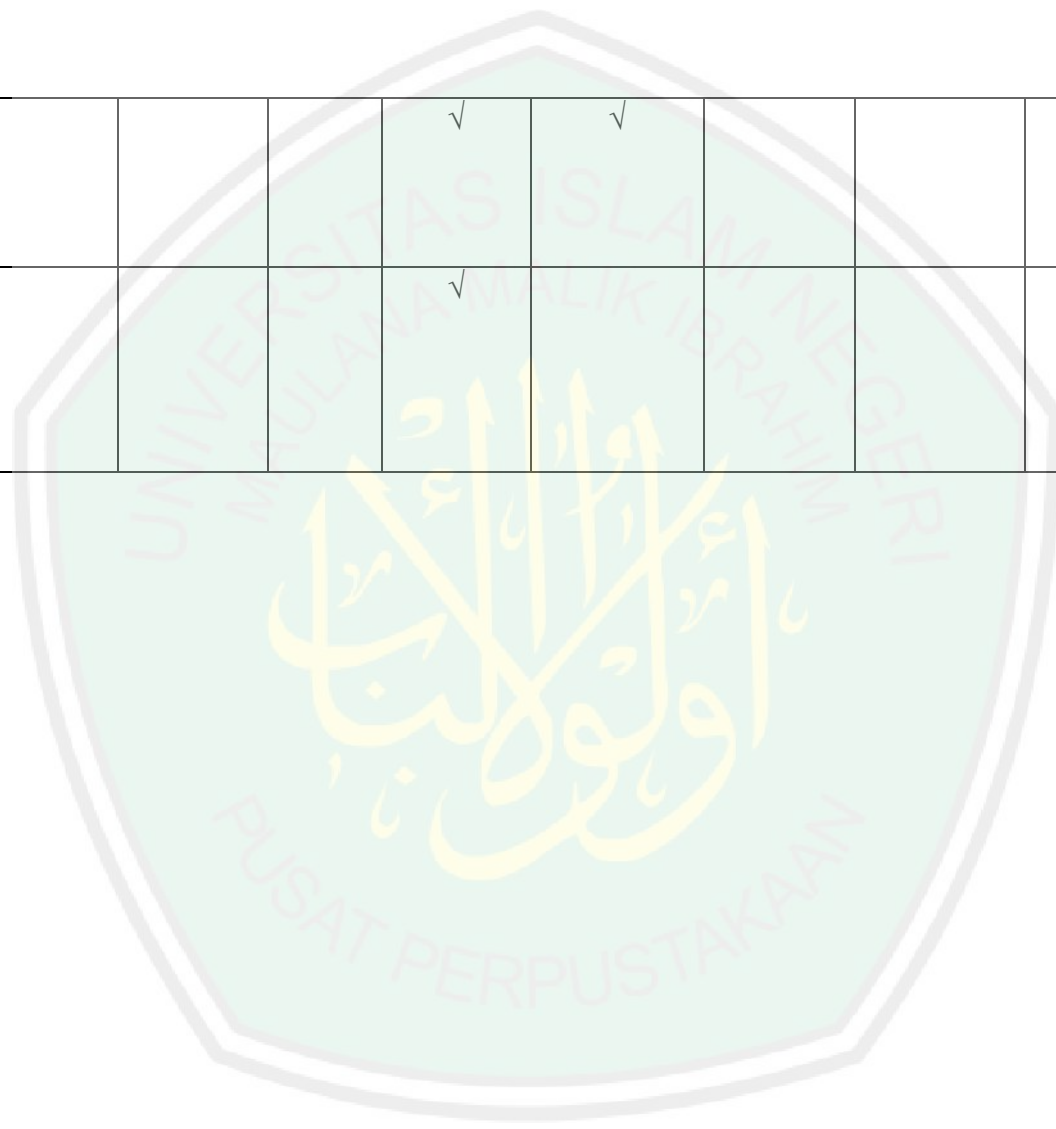
Freedom is found in the space between stimulus and action. A space to rest. A space to reflect.  SELAH launch next week. As always, #MadeRight insiders shop first. Be the first of the exclusive lunch & waitlist through the link in our story!						√				√
In this bustling world, nothing lasts forever. Embrace the season and cycles of life. You got this!				√			√			
New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make.	√			√		√			√	
Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.	√			√						√
This weekend. The dress that you've been waiting for				√	√					

#MadeRight. Make sure you're on the list.										
Timeless style. Seasonal fabrics. New color just in, you know where to find them.	√			√	√					
Whether you're eating your way through Italy or going home to meet grandma, post a picture of you rockin' #MadeRight & tag us! We'll choose a favorite to brag \$20 gift voucher – so get snappin'!				√						
Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin. All the while reminding you to be the change you wish for in the world. #MadeRight			√	√				√		√
Your #MadeRight piece is handcrafted for you to make memories in. To which adventures will you bring 'em this year?				√						

You have been eyeing a special #MadeRight piece - but wonder how it will look on you? Come try 'em on in our studio!

When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why.

				√	√					
				√				√		√



**Table 1.2. The Persuasion Techniques of Sukkhacitta posts on Instagram**

Instagram Caption	Types of Persuasion						
	Rationalization	Identification	Suggestion	Conformity	Compensation	Projection	Displacement
Meet our new #MadeRight Easy Wrap Dress: an easy to wear dress that takes on the shape of the wearer.	√		√				
Tell us, to what adventure are you taking your #MadeRight piece this year?		√	√				
Did you see our newly launched website yet? The team has been busy bees preparing it – and we are really excited to hear how you like it!			√				
Happiness is knowing that my clothes are handcrafted with pride, love and care. Feel good, look amazing in #MadeRight. Sustainable living has never felt so comfy!				√			

<p>Freedom is found in the space between stimulus and action. A space to rest. A space to reflect.</p> <p>SELAH launch next week. As always, #MadeRight insiders shop first. Be the first of the exclusive lunch &amp; waitlist through the link in our story!</p>			√				
<p>In this bustling world, nothing lasts forever. Embrace the season and cycles of life. You got this!</p>			√				
<p>New pattern, new color, still in our signature kimono style. Beautifully flows with every move you make.</p>		√					
<p>Wondering why @ireneandflowers is so happy? Meet our new KUPU Easy Wrap Dress: an easy to wear dress that take on the shape of the wearer. #MadeRight as always, just for you.</p>	√		√	√			
<p>This weekend. The dress that you've been waiting for #MadeRight. Make sure you're on the list.</p>			√				
<p>Timeless style. Seasonal fabrics. New color just in, you know where to find them.</p>			√				

<p>Whether you're eating your way through Italy or going home to meet grandma, post a picture of you rockin' #MadeRight &amp; tag us! We'll choose a favorite to brag \$20 gift voucher – so get snappin'!</p>			√			√	
<p>Looking effortlessly beautiful is a given in our Easy Wrap Dress. It hugs and flatters your body, while the natural linen comfort your skin. All the while reminding you to be the change you wish for in the world. #MadeRight</p>	√						
<p>Your #MadeRight piece is handcrafted for you to make memories in. To which adventures will you bring 'em this year?</p>		√					
<p>You have been eyeing a special #MadeRight piece - but wonder how it will look on you? Come try 'em on in our studio!</p>			√				
<p>When you wear a #MadeRight piece, you enter the beautiful journey of craftsmanship. The peace of mind knowing where it was made, by whom, and why.</p>		√					