

**PERSUASIVE TECHNIQUES USED BY BEAUTY PRODUCT
ADVERTISEMENTS ON TWITTER**

THESIS

By:

Nina Ariadini

NIM 18320213



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG**

2022

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ADVERTISEMENTS ON TWITTER**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang

in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Nina Ariadini

NIM 18320213

Advisor:

Dr. Agus Eko Cahyono, M.Pd

NIP 198208112011011008



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MALANG**

2022

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**Persuasive Techniques Used by Beauty Product Advertisements on Twitter**" is my original original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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The researcher

Nina Ariadini

NIM 18320213

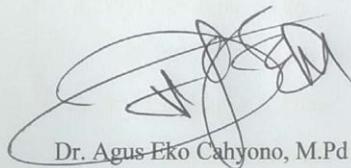
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This is to certify that Nina Ariadini's thesis entitled **Persuasive Techniques Used by Beauty Product Advertisements on Twitter** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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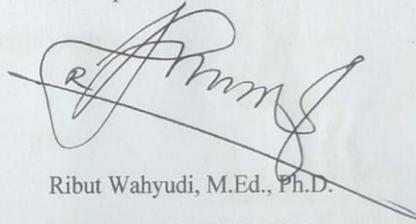
Advisor,



Dr. Agus Eko Cahyono, M.Pd

NIP 198208112011011008

Head of Department of English literature,



Ribut Wahyudi, M.Ed., Ph.D.

NIP 198112052011011007

Acknowledged by,

Dean,



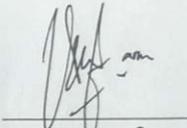
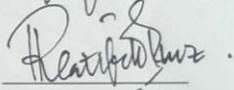
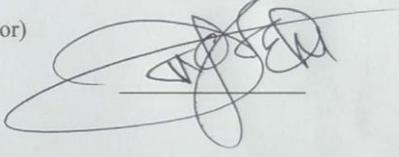
Dr. M. Faisol, M.Ag.

NIP 195011012003121003

LEGITIMATION SHEET

This to certify that Nina Ariadini's thesis entitled **Persuasive Techniques Used by Beauty Product Advertisements on Twitter** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

Malang, 14 juli 2022

Board of Examiners		Signatures
1. Vita Nur Santi, M.Pd. NIP 198306192011012008	(Main Examiner)	
2. Nur Latifah, M.A.TESL. NIP 197706252018020121178	(Chair)	
3. Dr. Agus Eko Cahyono, M.Pd. NIP 198208112011011008	(Advisor)	

Approved by

Dean of Faculty Humanities



Dr. M. Ansoi, M.Ag.

NIP 197411012003121003

MOTTO

“If you can't fly, run. If you can't run, walk. Today, we will survive”

DEDICATION

I dedicate this thesis especially to my beloved parents, Hariyanto and Sri Indayani, my beloved sister Nurul Ariana and my best partner Deffri Jaka Saputra. They are support system for me by providing prayers and motivation to complete this thesis. I also want to thank myself for not giving up and trying my best for this thesis.

ACKNOWLEDGMENT

All praises and thanks to Allah SWT, the highest power, the Most Gracious, and the Most Merciful, for pouring his blessings and graces upon me in order for me to fulfill this undergraduate thesis. Second, sholawat and salam may always be poured by Allah to our Great Prophet Muhammad SAW, who brings us warm wishes and leads us down the path of truth. So that the author can complete the thesis entitled "Persuasive Techniques Used by Beauty Product Advertisements on Twitter " well and smoothly.

This thesis was written to complete part of the requirements for obtaining a bachelor's degree in education at the Faculty of Humanities, Maulana Malik Ibrahim State Islamic University, Malang. I would like to thanks to Mr. Prof. Dr. M. Zainuddin, MA, as the rector of the Maulana Malik Ibrahim State Islamic University (UIN) Malang, Dr. M. Faisol, M.Ag, as the dean of Faculty of Humanities, Ribut Wahyudi, M.Ed, Ph.d, as the head of English Letters Department

As a researcher, I am very aware that without the guidance and direction given by Dr. Agus Eko Chayono, M.Pd. as a thesis advisor this thesis may be difficult to complete. Therefore, I would like to thanks for the time, direction, advice, suggestions, solutions, motivation, guidance, this thesis may be difficult to complete and to Mr. and Mrs. Lecturers of the Department of English Literature, Faculty of Humanities, who have educated and shared knowledge with the researcher.

I also thank my beloved parents and older sister, Hariyanto, Sri Indayani and Nurul Ariana who always support me both materially and spiritually without ever breaking up and always give me motivation, advice, love, attention, and affection which I certainly cannot repay and to the entire big family of the author, thank you for all the attention, love, and motivation and prayers. Thank you very much for being part of the great motivator so that the author can complete this study. Last but not least, I would like to thank myself for not giving up and trying my best for this thesis.

Finally, I am very grateful to many people who helped me and I realize that my thesis is still far from perfect. Therefore, I hope to all readers and other researchers to provide suggestions and constructive criticism for the improvement of my thesis. Thank you

Malang, 14 juli 2022



The researcher

Nina Ariadini

NIM 18320213

ABSTRACT

Ariadini, Nina (2022) Persuasive Technique Used by Beauty Product Advertisements on Twitter. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Agus Eko Cahyono, M.Pd.

Keywords: Persuasive technique, advertisement, social media

This present study discusses persuasive techniques used in advertising women's beauty products on social media, suggesting Twitter. This study investigated "Persuasive Techniques Used by Beauty Product Advertisements on Twitter." The objectives of this study were to find out the type and persuasive strategy used in advertising beauty products on Twitter. This study included descriptive qualitative research to describe linguistic data on the persuasive technique used in advertising beauty products from several international beauty product accounts. The data source in this study came from a tweet from several beauty product accounts. The descriptive method was used to analyze the data using Keraf's theory (2004) to investigate the types and application of persuasive technique in beauty product advertisements. Data were obtained from 6 international brands of beauty products, namely, L'Oreal Paris, NYX Pro makeup, Estee Lauder, Laura Mercier, Elizabeth Arden, and Mac cosmetics. From the finding, it was concluded that the suggestion techniques is the most frequently used techniques with 5 tweets (25%), followed by Rationalization with 4 tweets (20%), projection with 3 tweets (15%), compensation with 3 tweets (15%), identification with 2 tweet (10%), conformity with 2 tweet (10%) and displacement with 1 tweet (5%). Then, the most frequently used techniques in advertising are suggestion techniques because more accessible for the Advertiser to attract consumers' attention. It was recommended for the future researcher with the same topic to apply several other persuasive techniques theories, not only focusing on one theory to improve the study.

ABSTRAK

Ariadini, Nina (2022) Teknik Persuasif yang Digunakan Iklan Produk Kecantikan di Twitter. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Agus Eko Cahyono, M.Pd.

Kata Kunci: Persuasif teknik, pengiklanan, media sosial

Penelitian ini membahas teknik persuasif yang digunakan dalam iklan perempuan produk kecantikan di media sosial, Twitter. Studi ini menyelidiki "Teknik Persuasif yang Digunakan Iklan Produk Kecantikan di Twitter." Tujuan dari penelitian ini untuk mengetahui jenis dan strategi persuasif yang digunakan dalam mengiklankan produk kecantikan di Twitter. Penelitian ini termasuk penelitian kualitatif deskriptif untuk mendeskripsikan data kebahasaan pada teknik persuasif yang digunakan dalam pengiklankan produk kecantikan dari beberapa akun internasional pengiklanan produk kecantikan. Sumber data dalam penelitian ini berasal dari tweet dari beberapa akun produk kecantikan. Metode deskriptif digunakan untuk menganalisis data menggunakan teori Keraf (2004) untuk menyelidiki jenis dan penerapan teknik persuasif dalam iklan produk kecantikan. Data diperoleh dari 6 merek produk kecantikan internasional, yaitu, L'Oreal Paris, makeup NYX Pro, Estee Lauder, Laura Mercier, Elizabeth Arden, dan Maccosmetics. Dari hasil penelitian disimpulkan bahwa teknik sugesti adalah teknik yang paling sering digunakan dengan 5 tweet (25%), diikuti Rasionalisasi dengan 4 tweet (20%), proyeksi dengan 3 tweet (15%), kompensasi dengan 3 tweet (15%), identifikasi dengan 2 tweet (10%), konformitas dengan 2 tweet (10%) dan perpindahan dengan 1 tweet (5%). Kemudian, teknik yang paling sering digunakan dalam periklanan adalah teknik sugesti karena lebih mudah diakses oleh Advertiser untuk menarik perhatian konsumen. Direkomendasikan untuk peneliti selanjutnya dengan topik yang sama untuk menerapkan beberapa teori teknik persuasif lainnya, tidak hanya berfokus pada satu teori tetapi juga pada beberapa teori lain untuk menyempurnakan penelitian.

ملخص البحث

أرياديني, نينا. تقنيات مقنعة مستخدمة في الإعلان عن منتجات التجميل على تويتر. البحث الجامعي. برنامج دراسة الأدب الإنجليزي, مالانج. المشرف : أجوس إيكو كاهيونو, الماجست
الكلمات الأساسية : الخطاب, أساليب الإقناع, الإعلان, تويتر.

يناقش هذا البحث التقنيات المقنعة المستخدمة في الإعلان عن منتجات التجميل النسائية على وسائل التواصل الاجتماعي, كما يقترح تويتر. يبحث هذا البحث في "الأساليب المقنعة التي تستخدمها إعلانات منتجات التجميل على تويتر". كان الغرض من هذا البحث هو تحديد الأنواع و الإستراتيجيات المقنعة المستخدمة في الإعلان عن منتجات التجميل على تويتر. تتضمن هذا البحث بحثا نوعيا وصفيا لوصف البيانات اللغوية حول الأساليب الإقناعية المستخدمة في الإعلان عن منتجات التجميل من عدة حسابات دولية لمنتجات التجميل. جاء مصدر البيانات في هذا البحث من التغديرات من عدة حسابات لمنتجات التجميل. تم استخدام المنهاج الوصفي لتحليل البيانات باستخدام نظرية كراف (2004) للتحقيق في أنواع و تطبيقات تقنيات لإقناع في إعلانات منتجات التجميل. تم الحصول على البيانات من ستة ماركات عالمية لمنتجات التجميل, و هي لوريال باريس و إن واي إكس برو ماكياج و إستي لودر و لورا مرسييه و إليزابيث أردن و مستحضرات التجميل ماك. من نتائج الدراسة استنتجت أن تقنية الإحياء كانت الأكثر استخداما خمس تغديرات (25%), والترشيد بأربع شعب (20) يليها الإسقاط بثلاث تغديرات (15%), و التغويض بثلاث تغديرات (15%), و التعرف على تغديرتين (10%), و التطابق مع تغديرتين (10%), و الإزاحة مع تغريدة واحدة (5%). الأساليب الأكثر استخداما في الإعلان هي تقنيات الترشيح و الإقتراح لأن هاتين الطريقتين المقنعتين يمكن الوصول إليها بشكل أكبر للمعلنين لجذب إنتباه المستهلكين. يوصى للباحثين المستقبليين الذين لديهم نفس الموضوع بتطبيق عدة نظريات لتقنيات مقنعة أخرى, و ليس فقط التركيز على نظرية واحدة لتحسين البحث.

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CHAPTER 1

INTRODUCTION

This chapter presents some essential points related to the area of research: the background of the study, research questions, significance of the study, scope and limitation, and the definition of key terms.

A. Background of the Study

This present study investigated persuasive techniques used in advertising beauty products. A study on persuasive techniques is interesting because many people use social media in advertising a product. Advertising in beauty products requires the right persuasive techniques to attract consumers' attention. Twitter social media was chosen because it has a special pattern, which relies more on the power of words to gain consumer trust. According to Kotler (2005:277), advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that must be paid for.

As one of the discourses, the persuasive technique is a distinctive communication model, distinguishing it from other forms of written or oral discourse communication. It can be said that the persuasive technique in discourse is to try to create certain effects that are used intentionally (Daymon and Halloway, 2002: 140). Persuasion is something that subtly persuades others to persuade someone to believe something we want to convey. Persuasion is a technique that a person uses to succeed, especially in the field of sales. It is also

needed by humans in various aspects of their lives so that they can easily make others believe and believe. them (Yasir, 2011).

Advertising is a whole discourse structure in which each part is related to the other cohesively and coherently. Advertising discourse also aims to change feelings, attitudes, and thoughts about the advertised goods or services (Rani, Arifin, and Martutik, 2006, p. 43). The context of the situation, social or cultural factors, and moral messages can be found by reading an advertisement. In addition, advertising is a communication process that has significant power as a marketing tool that helps sell goods, provide services, and ideas through specific channels in the form of persuasive information.

The development of technology and information greatly influences everyday life situations, especially in terms of communication. Many people use social media to do business by spreading advertisements on various social media platforms, one of which is Twitter. Twitter has tremendous informative and persuasive power over other media, so its influence is very fast in disseminating information about products, especially women's facial beauty products. Furthermore, Twitter can build interactions between advertisers and consumers with a broad reach even if these consumers do not follow the Advertiser's twitter account. Therefore twitter is considered a suitable means in the field of promotion.

Several previous studies are related to this study, one of which is by Jefria Gultom (2017). This article will identify the types of persuasion strategies and techniques. The persuasion used by Donald Trump and Hillary Clinton in their

speeches. Based on the data analysis, it was concluded that Donald Trump and Hillary Clinton applied three types of persuasion strategies (ethos, pathos, and logos). The next study is by Sari (2018). The results of this study found that the book "Sukses Tanpa Gelar" by Andrias Harefa used persuasive techniques as much as 40 data. So, it can be concluded that the persuasive technique used by Andrias Harefa.

The next is about the persuasive strategy Amirotul and Suyitno (2018) used in business about persuasive language in advertisement discourses (business advertorial analysis). In this study, persuasive language can be reviewed based on the diction and expressions used by identifying them through the language of building discourse. Finally, another study is by Vinnia (2018). This study focuses on the use of English terms and the use of professional English that is often found in brochures to make guests interested in coming to the hotel. With the results, the researcher found several word choices used in brochures made by marketing communications management advertising the hotel.

The same topic is covered by Sukmawati (2018). This study focuses on the use of English terms and the use of professional English that is often found in brochures to make guests interested in coming to the hotel. This study found several word choices and criteria in brochures made by marketing communications management. Besides that, it also includes that the use of language in advertising something is an essential factor affecting a company's performance. Therefore, the choice of words and criteria used in brochures in

marketing can significantly affect the company's performance and reputation, especially in public.

Next is the language style in the advertisement by Chamundeshwari (2019). According to this study, the success of advertising is to target audiences based on income, role, social status, gender, and educational background so that the ads created will adjust the target to attract attention. In other words, an advertisement is made to explain how something offered can be helpful to the audience. The following is by Rahmawati (2019), who discusses the language style in the New York Times advertisement. The study focuses on the language style that advertises using William Well's theory. In this study, language style is grouped into several styles: sell, soft sell, straightforward, and comparison.

Another previous study related to this topic is by Rahma and Martutik (2020) about persuasion in product advertisements on television. This study used Abdurrachman's theory. This study shows that the persuasion methods used in advertising include the association method, the icing device method, the fear arousing method, and the pay-off ideal method. A similar topic is by Fitria (2021) about persuasive strategies in selected brand products' advertisements on Instagram. This research focuses on one of the persuasive strategies, which is the rationalization aspect. The other is by Silva et al. (2021). This study describes Brazil's commercial messages on television and social media.

The similarity of this study with the previous study above is the topic taken in the form of a topic about persuasive techniques in advertising. The previous study above discussed persuasive advertising techniques more than in

conversation. Several previous studies also took data from social media because there is now an online market available to make it easier to buy and offer an item. Not only that, the theory used in this study is also the same. Most of the theories used in the previous study use the theories of Keraf and Aristotle. These are the similarities that exist in this study and previous studies.

There are some differences in this study with some of the previous studies mentioned above. The first is that the advertising language contains persuasive strategies that are used to attract consumers' attention to the products offered. Next is that the advertising language on Twitter has a special pattern. This is because twitter is different from other platforms that only rely on images. While on twitter rely on the strength of the sentence or dominated by words. Moreover, products that refer to female face beauty, which of course require more accurate persuasive strategies to convince potential consumers.

B. Research Question

The researcher established two research question based on the background of the study, as follow:

1. What types of persuasive techniques are used in advertising beauty products on twitter?
2. How are persuasive techniques used in advertising beauty products on twitter?

C. Significance of the Study

The researcher is expected to obtain significant practical benefit. The researchers hope the results of this study can provide knowledge of the types of persuasive techniques in advertisements for readers, English students, further researchers, and advertising producers. For English students and further researchers who are interested in persuasion analysis, are expected to contribute to subsequent researchers who are interested in researching persuasion and providing a more comprehensive understanding of persuasion. Finally, for advertising readers and manufacturers, readers can practice persuasive techniques in everyday life while communicating. In addition, the results of this study are expected to be a reference in the language that is effective in persuasive in advertising using techniques that can attract consumer attention.

D. Scope and Limitation

The scope of this study was advertising analysis in the field of discourse analysis. In more detail, this research is in persuasive techniques analysis. Advertising as discourse is a sign system formed according to codes that reflect specific values, attitudes, and intentions. In persuasive advertising discourse, this technique is used to attract consumers' attention to the advertised product. According to Keraf's theory, there are seven persuasive techniques: rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

The limitation of this study was that the researcher focus on analyzing the persuasive techniques applied in international advertisements for women's facial beauty products from tweets from several beauty product accounts. In beauty advertising, persuasive techniques are needed to convince consumers. Advertisement is taken from social media twitter, making it easy for advertiser to interact with consumers to attract their attention. This advertising language is then explained in the perception of persuasive techniques with Keraf's theory which divides persuasive techniques into seven kinds.

E. Definition of Key Terms

To clarify some of the terms used in this study, several definitions are put forward :

1. Persuasive technique is a form of communication that aims to influence consumers to buy women's facial beauty products. Persuasive techniques help advertisers get a good rating in the eyes of consumers.
2. Advertisement is an action that aims to announce something attractive to many people. The purpose of advertising is to change or influence the attitudes of consumers.
3. Social media is a way to socialize with others online and allows humans to interact without being constrained by time or space. In this context, twitter is one of the right platforms for advertising. Advertisers hope to get a broad reach by placing the advertisement on twitter.

CHAPTER II

LITERATURE REVIEW

This chapter reviews and discusses the literature related to this research. They are definitions of discourse analysis, advertisement, persuasion, and various persuasive strategies.

A. Discourse Analysis

Discourse analysis is the study of language, which refers to the organization of language over clauses and, therefore, to the study of larger linguistic units, such as the exchange of conversations or written texts. There are four types of discourse: expressive discourse, referential discourse, literary discourse, and persuasive discourse (Abbas, 2008:23). Discourse analysis is an analysis of the language used. Discourse analysis is the study of the structure of messages in communication. Discourse analysis focuses on the record of the process (oral or written) in which language is used in contexts to express desires. There is an excellent attraction to the discourse structure, with particular attention to something that can make the context well structured (Yule, 2006: 143).

This study uses discourse analysis to analyze the persuasive strategies used in advertising women's beauty products on Twitter. Persuasion is part of discourse analysis, a strategy to create a specific effect that is used intentionally (Daymon and Halloway, 2002: 140). This relates to the language used for communication and how the receiver works in linguistic messages to interpret them (Brown and

Yule, 1983:1). The purpose of persuasion is to convince the target (consumer) to believe the message and do something as a result. Advertising discourse is a persuasive discourse when viewed in terms of content and objectives.

Persuasive discourse is any writing in which an advertiser expresses facts or opinions to convince potential consumers to be interested in the beauty products. It can be concluded that discourse analysis is related to the language used to communicate this advertisement so that the target understands the message. Advertising is an example of persuasive discourse in which language is used to influence and change attitudes, beliefs, opinions, and actions.

B. Persuasion

Persuasion is a communication process that aims to influence others to follow the speaker's goals without coercion. According to Maulana and Gumelar (2013: 9), persuasion is a process that aims to change the attitudes or behavior of others in an event, idea, or another object through verbal or nonverbal language in which information, feelings, and reasoning are implied. Alwi (2005: 864) states that persuasion means an invitation to someone by giving convincing reasons, subtle persuasion, or proving an opinion. Persuasive language is usually used in advertising. Meanwhile, according to Keraf (2001: 118), persuasion is an oral art that deliberately convinces someone to obey what the speaker is saying at present or present.

To succeed in persuasion, there are essential elements that are the persuasion process of main factors. According to Larson (2013:16), there are four

elements of the persuasion process, namely source, message, channel, and receiver. The first is source or sender of the information or message. In advertising, the source is a factor that causes an advertisement to be trusted or not. The demands made on the source relate to dependence and what is called likeability (sympathy/antipathy/likes/dislikes) raised by the source.

In advertising, the message that the advertiser wants to convey is needed. Sometimes, an advertiser suggests why a product is produced and presented through language or images. Messages are verbal and nonverbal forms of ideas, thoughts, or feelings that a person (source) wants to communicate to another person or group of people (recipient). Messages can be symbols, words, facial expressions, gestures, touch, tone of voice, etc.

The next is channel or a device that transmits messages from a source to a receiver. Various channels include social media, magazines, television, radio, newspapers, leaflets, posters, and banners. Last is receiver refers to the audience or target in advertising. It cannot be ignored that giving the recipient a strong will is at the heart of the persuasion process. Receivers are people who are expected to change their behavior and then do what the persuader wants.

Persuasion is an attempt to convey information by analyzing and understanding people accurately. Persuasion is a choice (Larson, 2010:1). Therefore, understanding persuasion will help us make better choices. It is essential to live in our ever-changing world where choosing between trivial and vital alternatives is a constant. The goal of persuasion is that advertisers try to

persuade consumers to act on something without violence and coercion. Advertisers must be trusted agents who sell products so that consumers feel more trust in the products offered by advertisers.

C. Persuasive Technique

A persuasive technique is a means of communicating to persuade someone. Persuasion changes or influences a person's behavior to follow what the speaker expects. Persuasion is an attempt to influence someone who requires a method or technique. Techniques are strategies used to achieve specific goals. Keraf (2004:124) states that persuasive techniques are divided into 7: rationalization, identification, suggestion, conformity, compensation, displacement, and projection. The researcher used the seven persuasive techniques to influence the reader.

1. Rationalization

Persuasive techniques can be limited to a process of using reason to justify a problem; the basis or reason is not a direct cause of the problem. The truth discussed in persuasion is not absolute but only the truth that serves to lay the foundations so that the desires, attitudes, beliefs, decisions, or actions that have been determined or taken can be justified. Rationalization in persuasion will take place well if advertisers know what the needs and desires of consumers are. According to Keraf (2004:124), rationalization is the

process of using reason to justify a problem, where the basis or reason is not the direct cause.

For example, “Ready to boost your skin with some electrolytes? Our Plump Right Back Primer + Plump Finish Spray, + This Is Juice Gloss are ALL formulated with electrolytes that boost your skin with hydration and keep makeup looking fresh all day”. The technique used by the Advertiser in the advertisement is the rationalization technique. This can be seen from the sentence "Ready to boost your skin with Our Plump some electrolytes?". This question is a form of interaction with buyers who want to beautify their skin. Questions like this seem to want to tell buyers that when they have used this product, their skin health and what women want will come true. The sentence "keep makeup looking fresh all day" is also intended to attract consumer confidence that the product keeps makeup looking fresh all day long.

2. Identification

Identification is identifying the author to create an everyday basis for the same idea. Identification can work as expected; it must be created to find the broadest available basis. Identification is the key to a speaker's success. If there is a conflict between the author and the audience, the author must try to obscure the situation.

For example, “We brought the heat to the desert with our Lip Lingerie XXL. Swipe on our new bold fuego shades that'll last all day and won't transfer” The advertising technique includes identification techniques. In this

advertisement, the Advertiser tries to identify the goods being offered. In the sentence "We brought the heat to the desert with our Lip Lingerie XXL," advertisers emphasize to buyers that they must buy the products offered. Advertisers also try to identify that lipstick products will last all day and will not change color when eating or drinking by using Lip Lingerie XXL products.

3. Suggestion

The suggestion is a way of persuading or influencing other people to accept a specific belief or position without giving a logical basis for belief in the person who wants to be influenced. According to Keraf (2004:126), a suggestion is an attempt to persuade or influence others to accept a specific belief or position without providing a logical basis. Suggestions are usually displayed with exciting and convincing words and are usually marked by the use of personification and hyperbole to touch readers' hearts.

For example, "Your face should be refreshing, weightless & hassle-free. Get ready for an easy way to get an illuminating natural-looking tan this summer season with our Sublime Facial Water Mist". This advertisement belongs to the type of suggestion technique. In the sentence "Your face should be refreshing, weightless & hassle-free." The Advertiser tries to persuade the consumer to buy the products offered so that the buyer's face becomes fresh, light, and hassle-free. Suggestion techniques like this try to make consumers believe the words intended by advertisers in the hope that

buyers are interested in buying this Facial Water Mist. Advertisers suggest that we must keep our skin fresh to be confident. So, the solution to that is to buy the products offered. Usually, this technique is often used in advertising because it will attract consumers to the product

4. Conformity

Conformity is a desire or an action to make oneself similar to something else or adjust to something desired. According to Keraf (2004:128), conformity is a mental mechanism to adjust or match oneself with something one wants. Conformity is usually used by showing actions that have been taken to influence the consumer.

For example, “The ultimate gleam team. Score that dewy, no-makeup makeup glow by prepping the skin with our radiance-revealing primer and layering on our foundation”. The conformity in this advertisement is seen when the Advertiser tries to align himself with the buyer by using the sentence "the ultimate gleam team." In this sentence, it is as if the Advertiser is in the buyer's position by mentioning it as "the ultimate gleam team" who is looking for products to make skin glow.

5. Compensation

Compensation is an action or a result of an effort to find a substitute for something unacceptable or an attitude or condition that cannot be maintained. The trick is to raise another advantage that has not yet appeared

in the target's ability as a desired substitute. According to Keraf (2004:129), compensation is an action or a result of an effort to find a replacement (substitute) for something unacceptable or an attitude or situation that cannot be maintained.

For example, Craving a retinol tip as a beginner? Try a #retinolsandwich ! Layer your moisturizer under and then over your retinol serum . Reduces risk of irritation ! Revitalift Night Serum with PURE Retinol is available now. This sentence contains types of compensation techniques. The form of compensation technique in the ad sentence above can be seen in the sentence "Craving a retinol tip as a beginner?" Advertisers try to give beginners an answer or solution in retinol tips making it easier for these beginners to choose a serum that contains pure retinol.

6. Displacement

Displacement is a process that seeks to replace an intention or thing that is experiencing obstacles with another purpose or thing, which simultaneously replaces the original emotion of hatred, or sometimes the original emotion of love. According to Keraf (2004: 130), replacement is a process that seeks to replace an intention or thing that is experiencing obstacles with an intention or thing that simultaneously replaces the original emotion of hatred, or sometimes the emotion.

For example, "Did you know our bottles for HA Eye Serum with caffeine are recyclable and made using recycled glass? Because our planet is worth it".

This advertisement is a type of displacement technique. This is because Advertiser is trying to divert the advertising intent by informing that this serum bottle can be recycled. The point is that the Advertiser wants to tell the consumer that it is essential for humans to take care of the planet because our planet is precious. Advertisers also want to highlight the products offered that “the HA eye serum can be recycled”, namely the bottle and the caffeine content. By buying this product, buyers not only get benefits for the skin, but they also help protect the planet.

7. Projection

According to Keraf (2004:131), Projection is a technique to make something previously a subject into an object. All the traits or characteristics a person has, do not want to be recognized as their character but are thrown out as the nature or character of another person.

For example, “Our 1st clean Setting Spray with no performance or skin sacrifice. Oh, and did we mention it's also: Alcohol – Free, Silicone – Free, and Fragrance – Free”. This advertising technique is a projection technique because it describes something good about the offered product. This can be seen in the sentence "Our 1st clean Setting Spray with no performance or skin sacrifice". Advertisers feel that products like this are what consumers are looking for because most beauty products use silicone, alcohol, and fragrance ingredients which can cause skin irritation if not suitable.

This study used the theory put forward by Keraf, which suggests that persuasive techniques are divided into 7, namely rationalization, offering, suggestion, conformity, compensation, displacement, and estimation. Therefore, the researcher used seven persuasive techniques to influence consumers as advertisers expect. This is because this technique can help to analyze the persuasive techniques used by beauty product advertisements. Therefore, the researcher can get results about persuasive techniques as an advertising language, especially on twitter.

D. Language of Advertisement

This study discussed about persuasive techniques used by beauty product advertisement on Twitter. The purpose of advertising is to change or influence the attitudes of the Advertiser, in this case, the attitudes of consumers. Therefore, the emergence of advertising aims to introduce products and services to consumers so that consumers are affected. This will encourage changes in consumer behavior as desired by producers (Jefkins, 1997: 16). In addition, advertising itself has several specific objectives, including forming an awareness of a new product or brand, informing consumers of the features and advantages of the product or brand, forming certain perceptions of the product or brand, form tastes for products or brands or persuade consumers to buy advertised product or brand.

Several things need to be considered in advertising, such as language, images, and other elements, so the message to be appropriately conveyed to the

target buyer. Thus, advertising is a strategic discourse that has a clear purpose. Advertising is one of the most commonly used by companies for direct persuasive communication to target buyers. Although not directly affecting the purchase, advertising is a means to help effective marketing establish communication between companies and consumers to face competitors (Kotler, 2000). Advertising is a part of modern industrial life. Now, modern life depends on advertising. Therefore, a company must carry out adequate and continuous advertising to maintain a high-profit level.

In addition, keraf (2004) also states that people with broader knowledge of words (dictation) will speak correctly. To express the correct idea, it is necessary not only the accuracy of the word choice but also the right words. Then, Keraf concluded about the diction as follows. First, diction as the correct words used to express ideas. The second is that the diction that captures accurate and the exactly used words and is the third is accurate and precise words can be expropriately if there is a wider word knowledge. Based on the explanation above, the ad language must use consumer language and contain special power persuaded and control consumer behavior. Also, it uses accurate and appropriate words to make advertising messages understandable and can be accepted by consumers. This means the use of words must be effective and suitable.

In addition to the techniques used in advertising, the researchers also looked at the sentence structure in the application of persuasive techniques in advertising. Sentence structure is the parts that can form a sentence consisting of several words. There are two types of clauses, namely independent clause and

dependent clause. Independent clauses is when a subject and predicate can stand on its own as a sentence while dependent clause is part of a sentence that cannot stand on its own, usually introduced by a subordinating conjunctions. Another way to classify English sentences is by the number and the types of finite clauses. They are simple sentences, compound sentences, complex sentences and compound-complex sentences.

The first is a simple sentence. A simple sentence contains a single independent clause, for example: “Give them an instant upgrade with PREVAGE Anti - Aging Eye Serum 2.0!”. The second is a compound sentence. A compound sentence consists of more than one independent clauses with no dependent clauses that are joined together using conjunctions, such as for, nor, and, but, yet, so, or, punctuation or both, for example: “We are excited to share that we are the only beauty brand at decentraland’s Metaverse Fashion Week!”. The next is a complex sentence. A complex sentence contains one or more independent clauses and at least one dependent clause. The dependent clause starts with a subordinate, for example: “Layer your moisturizer under and then over your retinol serum”. The last is compound-complex sentence. A compound-complex sentence contains at least two independent clauses and at least one subordinate clause.

CHAPTER III

RESEARCH METHOD

This chapter presented research methods: design, instrument, data source, data collection, and data analysis.

A. Research Design

This present study employed a descriptive qualitative research method to analyze the persuasive strategies used by international female face beauty product advertisements on twitter. Descriptive research aims to describe a population, condition, or event systematically and accurately. Qualitative research is research that in its implementation collects and analyzes non-numeric data such as text. In qualitative research, the researcher starts from the data and uses the existing theory as a basis to explain, and the last session reveals conclusions with the theory.

B. Research Instrument

The key instrument is researcher himself. Researcher seek and collect data to analyze the persuasive strategies used in advertising women's facial beauty products, which are the topic of discussion in this study. The researcher acted as the key instrument because the researcher looked for the data, collected the data, then analyzed the data themselves. After that, the researcher tried to answer the research questions in this study. This was done independently by the researcher.

C. Data and Data Source

The data were in the form of words and sentences from tweet taken from several social media accounts of women's facial beauty products. Hashtags in advertising twitter are not entered as data. Data sources were collected by the researcher directly from the main object so that the researcher got information that could answer the research question. The data sources of this study were in the form of tweets taken from several social media accounts of women's facial beauty products. The researcher look for social media accounts for international facial beauty products that aim to find some advertising data that apply persuasive strategies used in advertising beauty products. The source of this data was taken from twitter uploaded by beauty product accounts to advertise their products. The researcher analyzed 20 tweets from the 6 beauty product advertising accounts: L'Oreal Paris, NYX Pro makeup, Estee Lauder, Laura Mercier, Elizabeth Arden, and Maccosmetics.

C. Data Collection

The data collection procedure in this research is the documentation technique. This tactic was carried out to seek and find data on persuasive techniques and their application in tweets of international beauty product twitter accounts. The data collection technique is a method used by researchers to collect research data from data sources (subjects and research samples). Data collection

techniques are an obligation because these data collection techniques will later be used as the basis for compiling research instrument.

In data collection, this study is used the documentation data collection technique. The researcher collected data from tweets taken from several twitter accounts of women's facial beauty products in march-april. First, the researcher is looking for several beauty product advertisers' accounts. There are six beauty product accounts used for product advertising. Then, the researcher took tweets containing persuasive techniques by grouping them according to the persuasive techniques applied to facilitate data analysis.

D. Data Analysis

In the data analysis process, the researcher took several steps so that data analysis could be carried out systematically. After collecting tweets from several advertising accounts, the data were grouped according to the techniques used to offer their products: (1) Rationalization, (2) Identification, (3) Suggestion, (4) Conformity, (5) Compensation, (6) Displacement, and (7) Projection. It aims to facilitate the process of data analysis so that it can answer the research question in this study. The researcher tries to explain how persuasive techniques are applied in the advertisement. After analyzing the technique used, the researcher tried to analyze the sentence structure in the advertisement. So that in the end, conclusions can be drawn according to the data analysis that has been done.

CHAPTER IV

FINDING AND DISCUSSION

This chapter contains finding and discussions based on the explanation of the previous chapter. Importantly, findings are discussed to answer the research question.

A. Findings

There were seven techniques found in this study: (1) Rationalization, (2) Identification, (3) Suggestion, (4) Conformity, (5) Compensation, (6) Displacement, and (7) Projection. The research analysis is based on the research question presented in chapter 1. The first research question aims to find out the type of persuasive strategy based on Gorys Keraf's theory used in advertising beauty products on Twitter and how to use persuasive strategies in advertising beauty products on twitter. The researcher analyzed each data in each of its sub-points. In this chapter, the researcher writes the sub-points of each tweet that will be analyzed. Researchers provide pictures taken from twitter that contain advertising beauty products and provide a description of the time of uploading. Then, the data is presented and explained according to the persuasive techniques used and the reasons.

a. Rationalization

As a form of persuasive technique, rationalization is a persuasive technique that is characterized by limiting reason to justify a problem. The basis or reason is not the direct cause of a problem. The following is a discussion of the analytical technique used in this study.

Datum 1:



(Figure for 4.1 is taken from the twitter account of Estee Lauder on April 21, 2022)

“Eye Concentrate Matrix reduces the look of lines, so you can feel confident about your look throughout the 15-hour wear of Double wear Zero Smudge Mascara”.

The advertisement above is included in the rationalization technique because the advertiser tries to fulfill the consumer's desire to be

more confident. This can be seen in the phrase, "You can feel confident with your appearance for 15 hours". This means that the mascara can help consumers increase their confidence with the appearance of beautiful eyelashes. Not only that, the eye serum provided can also help consumers disguise lines around the eye area that show signs of premature aging. Therefore, this product is considered to be able to help women to look more beautiful. With these advantages, consumers are expected to be interested in these products.

To convey the advertising message above, the advertiser uses a compound sentence because in that sentence there are two independent clauses, namely "Eye Concentrate Matrix reduces the look of lines" & "you can feel confident about your look throughout the 15-hour wear of Double wear Zero Smudge Mascara" and there is a subordinate conjunction "so". In this sentence "Eye Concentrate Matrix" is classified as subject, "reduces" as verb, "the look of lines" as object, "so" is classified as coordinating conjunction, "you" as subject, "can" as verb, "feel confident about your look" as an adverb of manner, "throughout the 15-hour wear of" as an adverb of time, and "Double wear Zero Smudge Mascara" is classified as an object.

Datum 2:

(Figure for 4.2 is taken from the twitter account of NYX Pro Makeup US
April 27, 2022)

Goes on like a liner, blends out like smoke. Our Epic Smoke Liner comes in 12 daring shades to turn up the heat in your smoke eye look.

The technique used in this advertisement is the rationalization technique. The advertiser uses this technique to attract consumers' attention. This technique can be seen in the sentence, "Our Epic Smoke Liner comes in 12 online shades to turn up the heat". Advertisers are trying to tell consumers that these products can help create eye-catching displays. The provision of 12 "online shades" gives a strong impression when used by consumers. This technique is also seen when advertisers try to convey to consumers that this

product is straightforward to use, as in the sentence "blend out like smoke." This means that this eyeliner product blends easily with the skin.

To convey the advertising message above, there are 2 sentences. The first sentence "Goes on like a line, blends out like smoke" uses a simple sentence because it only consists of 1 independent clause. "Goes on" is classified as a verb, "a liner" as an object, "blends out" as a verb, and "like smoke" as an object. In the second sentence, "Our Epic Smoke Liner comes in 12 online shades to turn up the heat in your smoke eye look" using a simple sentence because there is no conjunction. "Our Epic Smoke Liner" is classified as subject, "comes" as verb, "12 online shades to turn up the heat" as adverb and "your smoke eye look" as object. The use of simple sentences in the ad climat above aims to make it easier for consumers to understand.

Datum 3:



NYX Pro Makeup US @NYX... · 23 Apr

Ready to boost your skin with some electrolytes? ⚡ Our Plump Right Back Primer + Plump Finish Spray + This Is Juice Gloss are ALL formulated with electrolytes that boost your skin with hydration and keep makeup looking fresh all day 🥰



(Figure for 4.3 is taken from the twitter account of NYX Pro Makeup US on April 23, 2022)

Ready to boost your skin with some electrolytes? Our Plump Right Back Primer + Plump Finish Spray, + This Is Juice Gloss are ALL formulated with electrolytes that boost your skin with hydration and keep makeup looking fresh all day.

The technique used by the Advertiser in the advertisement is the rationalization technique. This can be seen from the question sentence "Ready to boost your skin with Our Plump some electrolytes?". This question is a form of interaction with buyers who want to beautify their skin. Questions like this seem to want to tell buyers that when they have used this product, their skin health and what women want will come true. Advertising aims to make buyers confident that the product can help consumers improve their skin health. The phrase "keep makeup looking fresh all day" is also intended to attract consumer confidence that the product keeps makeup looking fresh all day long. This series of three products is considered adequate for maintaining the skin to keeping makeup looking fresh all day long.

To convey the advertising message above, the advertiser uses 2 sentences. The first sentence is "Ready to boost your skin with some electrolytes?" including a simple sentence because it does not use a conjunction and only consists of independent sentences. "ready" is classified as an object, "boost" as a verb, "your skin" as an object, and "with some electrolytics" as an adverb. Meanwhile, in the second sentence of the

advertisement, it is a complex sentence because it contains an independent clause, a dependent clause and a subordinate conjunction. Independent clause in the sentence "Our Plump Right Back Primer + Plump Finish Spray, + This Is Juice Gloss are ALL formulated with electrolytes", dependent clause in the sentence "boost your skin with hydration and keep makeup looking fresh all day" and subordinate conjunction in the word "that".

Datum 4:



(Figure for 4.4 is taken from the twitter account of Elizabeth Arden on April 12, 2022)

Looking to refresh your eyes? Give them an instant upgrade with PREVAGE Anti - Aging Eye Serum 2.0! Supercharged with Idebenone (plus 5 new ingredients!), our 1 anti-aging eye serum just got better -- 98 % agree eye contours feel firmer after 4 weeks.

The advertisement above is a type of rationalization technique. This can be seen in the question sentence expressed by advertisers to consumers "Looking to refresh your eyes." This question aims to attract buyers who have complaints about their eyes by using this serum. Additionally, the Advertiser also gives the percentage of people who agree that this product can overcome aging problems, especially in the eye area. This can be seen in the sentence "98% agree" to provide a basis for trust to buyers that this product is most likely to be following buyer complaints. The Advertiser also added that 98% of its users agree that their skin feels firmer after 4 weeks of use. 4 weeks is considered an "instant" time for the effect given in the form of firmer skin.

In the advertisement above, there are two sentences, namely a simple sentence and a complex sentence. The first sentence is a simple sentence because there is only an independent clause and does not use a subordinate conjunction. "give" is classified as a verb, "them" as an object, "PREVAGE Anti - Aging Eye Serum 2.0" as a subject. The second sentence is a complex sentence because there are independent clauses, dependent clauses and subordinating conjunctions. The independent clause can be seen in "98% agree eye contours feel firmer" by using the subordinate "after" and the dependent clause, namely "4 weeks". "98%" is classified as subject, "agree" as verb, "after 4 weeks" as adverb of time.

b. Identification

Identification is a form of persuasive technique characterized by an attempt to identify or identify the persuasion actor with another object.

Datum 5:



(Figure for 4.5 is taken from the twitter account of NYX Pro Makeup US on April 25, 2022)

We brought the heat to the desert with our Lip Lingerie XXL. Swipe on our new bold fuego shades that'll last all day and won't transfer.

The advertising technique includes identification techniques. In this advertisement, the Advertiser tries to identify the goods being offered. Here, the Advertiser tries to promote the superiority of the goods by positioning himself to understand the consumer. For example, in the sentence

"We brought the heat to the desert with our Lip Lingerie XXL," advertisers emphasize to buyers that they must buy the products offered. Advertisers also try to identify that lipstick products will last all day and will not change color when eating or drinking by using Lip Lingerie XXL products. This technique is used in advertising to emphasize to consumers to be sure to try it. In this advertisement, the Advertiser tries to identify the goods being offered.

In the advertisement above, there are two sentences, namely simple sentences and complex sentences. The first sentence is a simple sentence because there is only an independent clause in it. The word "We" is classified as a subject, "brought" as a verb, "to the dessert" as an adverb of place and "our Lip Lingerie XXL" as an object. The second sentence includes complex sentences because there are independent clauses, bound clauses, and subordinate conjunctions. Independent clause in the sentence "Swipe on our new bold fuego shades", with the subordinating conjunction "that" then followed by the dependent clause "will last all day and will't transfer"

Datum 6:

(Figure for 4.6 is taken from the twitter account of NYX Pro Makeup US on April 25, 2022)

We keep it juicy , we keep it plump. Are your lips ready to be drenched in hydration all day into the night ? Our This Is Juice Gloss is infused with electrolytes and lip loving oils to saturate lips in shine.

This advertisement belongs to the type of suggestion technique. In the sentence "We keep it juicy, we keep it plump", the advertiser tries to identify the goods offered by positioning himself against the goods. The point is that advertisers are trying to convince buyers that the products offered will keep lips fresh and plump. This kind of emphasis is usually done so that buyers are more confident to buy the products offered.

In the advertisement above, there are two sentences that are included in the simple sentence because there are only independent clauses and do not use subordinate conjunctions. “your lips” as subject, “ready to be drunched” as verb, “all day” as adverb, “with electrolytes and lips” as subject, “loving” as verb, “oils” as object and “to saturate lips in shine ” as an adverb, and word “and” as coordinate clause.

c. Suggestion

The concept of a persuasive technique is the suggestion. The suggestion is an endeavor that involves emotional power. This study will also discuss the use of suggestion as a persuasive technique.

Datum 7:



(Figure for 4.7 is taken from the twitter account of L'oreal Paris USA, on April 21, 2022)

Your face should be refreshing, weightless & hassle-free. Get ready for an easy way to get an illuminating natural-looking tan this summer season with our Sublime Facial Water Mist. Available at Target!

This ad belongs to the type of suggestion technique. In the sentence "Your face should be refreshing, weightless & hassle-free," the Advertiser tries to persuade the consumer to buy the products offered so that the buyer's face becomes fresh, light, and hassle-free. Suggestion techniques like this try to make consumers believe the words intended by advertisers in the hope that buyers are interested in buying this Facial Water Mist. Advertisers suggest that we must keep our skin fresh to be confident. And the solution to that is to buy the products offered. Usually, this technique is often used in advertising because it will attract consumers to the product.

To convey the advertising message above, there are 2 sentences. The first sentence is a simple sentence because there is only an independent clause and does not use a subordinate conjunction. The word "Your face" is classified as a subject, "refreshing" as a verb "and" as a coordinating conjunction. The second sentence is a simple sentence because there is only an independent clause and does not use a subordinate conjunction, but only a coordinating conjunction. "get ready" as verb, "for" as coordinating conjunction, "to get" as to infinite, "illuminating natural-looking" as object,

“this summer season” as adverb of time and “our Sublime Facial Water Mist” as subject .

Datum 8:



(Figure for 4.8 is taken from the twitter account of Maccosmatic on April 21, 2022)

Skip the flower crown this festival season 4. Bring the garden to your gaze instead with ultra-blendable, petal-soft Eye Shadow shades in Memories Of Space, Whats The Wifi? and Jingle Ball Bronze.

This advertisement is a suggestion technique; advertisers try to give suggestions so that consumers consider choosing this. Advertisers suggest consumers buy the offered eye shadows for a more beautiful look. "beautiful" in this ad is likened to a "garden," which, when viewed by others, will feel cool or fresh. That nuance is what buyers try to laugh at to get

interested in this eye shadow product. Advertisers try to influence consumers by offering the effect consumers will feel when using this product.

In the advertisement above, there are two sentences that are included in the simple sentence because there are only independent clauses and do not use subordinate conjunctions. In the sentence “Skip the flower crown this festival season 4”, the word “skip” is classified as a verb, “flower crown” as an object and “this festival season 4” as an adverb. While in the second sentence, the word “bring” is classified as a verb, “garden” as an adverb, “your gaze” as an object and “ultra-blendable, petal-soft Eye Shadow shades” as a subject.

Datum 9:



(Figure for 4.9 is taken from the twitter account of Laura Mercier on March 28, 2022)

Keep it simple and elegant with a singular wash of color on the lids. Use the Caviar Stick in Sugarfrost for a neutral shimmer that can make any eye pop.

This advertisement is a type of ad that uses the suggestion technique. The first step in this advertisement is that the advertisers try to add that the eye shadow offered will give a simple but elegant impression. This will undoubtedly attract the attention of consumers where people who use it do not need to bother to look elegant. The next step is to introduce "Caviar Stick" which can help customers look elegant and make their eyes stand out or shine to increase buyers. The suggested technique in this advertisement is that this product can help consumers look simple but still elegant.

In the advertisement above, there are two sentences, namely a simple sentence and a complex sentence. The first sentence is a simple sentence because it only contains an independent clause and does not use a subordinate conjunction, but only uses a coordinating conjunction. In the first sentence, the word "keep" is classified as a verb, "it" as an object, "simple and elegant" as an adverb, "and" as a coordinating conjunction, "singular wash of color" as an adverb. The second sentence is a complex sentence because it contains an independent clause, a subordinate conjunction and a dependent clause. The independent clause "Use the Caviar Stick in Sugarfrost for a neutral shimmer" is connected using the subordinate conjunction "that" to the dependent clause can make any eye pop.

Datum 10:

(Figure for 4.10 is taken from the twitter account of L'oreal Paris USA, on March 7, 2022)

New to retinol? Dermatologists recommend Pure Retinol because it is the most researched and effective anti-aging ingredient. Try out Revitalift Night Serum with Pure Retinol for fast.

The advertisement is a suggested advertising technique. Advertiser advise consumers who do not know much about the content of retinol in serum. Advertiser try to ensure that this night serum is effective for use on the skin. This can be seen when advertisers mention that "Dermatologists recommend Pure Retinol" because it can deal with aging effectively. With this, it is hoped that buyers will be more confident with the products they offer. By saying dermatologists recommend using pure retinol, buyers will be more convinced to try this product. Not only that, but advertisers also try to

advise buyers to try this product with the sentence "Try out Revitalift Night Serum with Pure Retinol for fast." Advertisers suggest that consumers try this product to get fast results.

In the ad sentence above, there are two sentences including a complex sentence and a simple sentence. The first sentence is a complex sentence because there is an independent clause that is connected to the dependent clause using a subordinate conjunction. The word "dermatologists" is classified as a subject, "recommend" as a verb, "pure retinol" as an object, "because" as a subordinate conjunction, "researched and effective" as a verb and "anti-aging ingredient" as an adverb. The second sentence is simple, there is only an independent clause and no subordinate conjunction is found. The word "try out" is classified as a verb, "Revitalift Night Serum" as an object and "Pure Retinol for fast" as an adverb.

Datum 11:



(Figure for 4.11 is taken from the twitter account of L'Oreal Paris USA on April 04, 2022)

This lightweight , yet highly potent 10 % Pure Vitamin C Serum Concentrate effortlessly glides onto skin to restore skin's radiance in 1 week & reduces wrinkles!

The advertisement is a suggested advertising technique. In this advertisement, the advertiser tries to persuade the buyer to convince the buyer that this serum can lighten the skin in 1 week of use. The sentence "1 week" in this ad tries to emphasize that if the buyer uses this serum, then his skin will be really brighter after 1 week of use. With advertisements like this, buyers will be interested in trying this product and proving that this serum is different and really useful.

In the advertisement sentence above, it is a compound sentence because there are only two independent clauses connected by a conjunction. The first independent clause can be seen from "This lightweight, yet highly potent 10% Pure Vitamin C Serum Concentrate effortlessly glides" which is then connected by the conjunction "into" and followed by the next independent clause, namely "skin to restore skin's radiance in 1 week & reduces wrinkles!"

d. Conformity

As mentioned in the theoretical study above, conformity is a desire or action to make oneself similar to something else. In addition, conformity is a mental mechanism to adjust or conform to something desired.

Datum 12:



(Figure for 4.12 is taken from the twitter account of Maccosmetics on April 23, 2022)

The ultimate gleam team. Score that dewy, no-makeup makeup glow by prepping the skin with our radiance-revealing primer and layering on our foundation.

The conformity in this advertisement is seen when the Advertiser tries to align himself with the buyer by using the sentence "the ultimate gleam team." In this sentence, it is as if the Advertiser is in the buyer's position by

mentioning it as "the ultimate gleam team" who is looking for products to make skin glow. Not only that, in the sentence "layering on our foundation," advertisers are still trying to convince buyers from the buyer's point of view that using this product will make the skin glow and as a complement to "our foundation." In addition, primer is usually used to coat the skin to cover pores or acne, so primary determination is also essential for some people.

in the first sentence of the advertisement above, is a simple sentence. In the word "ultimate glamor" is classified as an adverb and "team" as an object. While the second sentence is a complex sentence because in it there are independent clauses and dependent clauses and conjunctions. In "Score that dewy, no-makeup makeup glow" is a dependent clause connected by the conjunction "by" followed by an independent clause "prepping the skin with our radiance-revealing primer and layering on our foundation".

Datum 13:



(Figure for 4.13 is taken from the twitter account of Estee Lauder on April 13, 2022)

Reasons we love boiing Bright On Concealer : (1)Immediately brightens under eyes, (2) Color corrects dark circles, (3) Feels lightweight & silk – smooth.

The type of advertismeent above is conformity technique. It can be seen that the advertiser is positioning that there are several reasons buyers will like the product offered, namely concealer. By mentioning these reasons, buyers will feel confident that when they have bought the product they will feel the advantages as stated by the advertiser. Not only that, mentioning the advantages above also makes it easier for buyers to understand what is needed for their facial skin needs. This of course will attract the attention of buyers to buy the product.

The advertisement sentence above is a complex sentence because there are independent clauses and dependent clauses using a subordinate conjunction. We can see the independent clause "Reasons we love boiing Bright On Concealer" after which there is a subordinate conjunction "that" and there are several dependent sentences, namely (1) Immediately brightens under eyes, (2) Color corrects dark circles, (3) Feels lightweight & silk – smooth.

e. Compensation

Compensation is an action or result of an attempt to find a substitute for an unacceptable thing, or an attitude, or an untenable condition. Efforts to find a substitute occur because the original action or situation has experienced frustration.

Datum 14:



(Figure for 4.14 is taken from the twitter account of NYX Pro Makeup US on April 24, 2022)

Feeling parched? Drench your lips in 12 hr hydration with our This Is Juice Gloss. Packed with 5 electrolytes & lip-loving oils, this gloss delivers a wash of color while keeping lips. Looking hydrated, plump, & juicy.

This advertisement includes the type of advertisement that uses compensation techniques. The Advertiser brings up a problem that some

women, namely dry lips, often experience. With this problem, advertisers are trying to offer a product that will make your lips moisturized within 12 hours of use. This form of advertising tries to raise unacceptable problems, then provides a way out of these problems by offering products that can solve them. The Advertiser also explained that this product has several benefits for the lips, namely "keeping lips. looking hydrated, plump, & juicy."

The advertisement sentence above contains two sentences, namely a simple sentence and a compound sentence. The first sentence is a simple sentence because there is only an independent clause without using a conjunction. The word "drench" is classified as a verb, "your lips" as an object, "12 hr hydration" as an adverb of time and "our This Is Juice Gloss" as a subject. The second sentence is a compound sentence because there is a connecting conjunction.

Datum 15:



(Figure for 4.15 is taken from the twitter account of Laura Mercier on April 09, 2022)

Anything is possible. Unable to find the formulas, colors, and textures she wanted, our founder Laura Mercier founded her eponymous brand devoted to help every woman achieve her full beauty potential.

This advertisement includes the type of advertisement that uses compensation techniques. The Advertiser tries to attract the attention of buyers who find it challenging to find the formula, color, and texture consumers want. However, some people often have problems with this, so it causes an incompatibility with facial skin. Therefore, the Advertiser caught buyers' attention by saying that Laura Mercier's products could overcome this. The point is that this brand makes it easy for women to find products suitable for their skin type so that every woman who buys this product can achieve their desired beauty potential.

The advertisement sentence above is compound sentences because there are independent clauses which are then connected using a conjunction. "Our founder Laura Mercier" is classified as a subject, "founded" is classified as a verb, "her eponymous brand dedicated" is classified as an object and "to help every woman achieve her full beauty potential" is an adverb.

Datum 16:

(Figure for 4.16 is taken from the twitter account of L’Oreal Paris USA on March 09, 2022)

Craving a retinol tip as a beginner? Try a retinolsandwich ! Layer your moisturizer under and then over your retinol serum . Reduces risk of irritation ! Revitalift Night Serum with PURE Retinol is available now.

The sentence above contains types of compensation techniques. The form of compensation technique in the ad sentence above can be seen in the sentence "Craving a retinol tip as a beginner?" Advertisers try to give beginners an answer or solution in retinol tips making it easier for these beginners to choose a serum that contains pure retinol. In the ad sentence above, the advertiser also tells this beginner how to use this product, namely "Layer your moisturizer under and then over your retinol serum" so that beginners don't make a mistake when applying this product.

To offer the product, the advertisement above contains a complex sentence and a simple sentence. The first sentence is a complex sentence because it contains an independent clause followed by a dependent clause connected by a conjunction. The word "layer" is classified as a verb, "your moisturizer" as an object, "under", "and then" as a conjunction, "over" as a verb, and the word "your retinol serum" as an object. To offer the product, the advertisement above contains complex sentences and simple sentences. The first sentence is a complex sentence because it contains an independent clause followed by a dependent clause connected by a conjunction. The word "layer" is classified as a verb, "your moisturizer" as an object, "under" , "and then" as a conjunction, "over" as a verb, and the word "your retinol serum" as an object.

f. Displacement

Displacement is a process that seeks to replace an object or thing experiencing obstacles and an intention of another thing which simultaneously replaces the original emotion of hatred, or sometimes the emotion of genuine love. In persuasion, the speaker or writer tries to convince the audience or reader to divert a specific object or goal to another goal.

Datum 17:

(Figure for 4.17 is taken from the twitter account of L'oreal Paris, on April 22, 2022)

Did you know our bottles for HA Eye Serum with caffeine are recyclable and made using recycled glass? Because our planet is worth it.

The advertisement above is a type of displacement technique. This is because Advertiser is trying to divert the advertising intent by informing that this serum bottle can be recycled. The point is that the Advertiser wants to tell the consumer that it is essential for humans to take care of the planet because our planet is precious. Advertisers also want to highlight the products offered that the HA eye serum can be recycled, namely the bottle and the caffeine content. This, of course, can be used to attract the attention of buyers. Because by buying this product, buyers not only get benefits for the skin, but they also help protect the planet.

In the advertisement above, it use a complex sentence because there is an independent clause in the form of a question followed by a reason which is a deoendent clause that is connected by a subordinate conjunction. The word "you" is classified as a subject, "know" as a verb, "our bottles for HA Eye Serum" as an object, "because" as a subordinate conjunction, "our planet" as an object and "worth it" as an adverb.

g. Projection

Projection is a technique to change something that was a subject into an object. If someone is asked to describe something he doesn't like, he will try to describe something good about his product.

Datum 18:

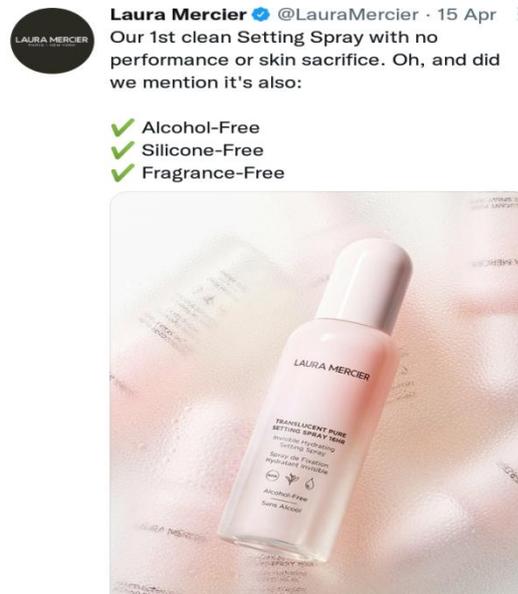


(Figure for 4.18 is taken from the twitter account of Maccosmetics on April 08, 2022)

Designed with your skin in mind. NEW Studio Radiance Moisturizing + Illuminating Silky Primer is infused with a blend of good-for-skin ingredients to condition and provide a naturally radiant finish.

The advertising technique is a projection technique. The first sentence in the ad above is trying to answer the weakness of other products that have not been able to adapt to the consumer's skin type. When buying a product, buyers do not infrequently feel that they do not match the ingredients contained in a particular product. So here, advertisers try to highlight the advantages of their products that will adjust to the consumer's skin type to be effective. This certainly can attract buyers' attention, especially those with sensitive facial skin.

In the advertisement above, there are two sentences, namely a simple sentence and a compound sentence. The first sentence is a simple sentence because there is only one independent clause without a conjunction that connects it to other sentences. While the second sentence is a compound sentence because there is a conjunction that connects one sentence to another.

Datum 19:

(Figure for 4.19 is taken from the twitter account of Laura Mercier on April 15, 2022)

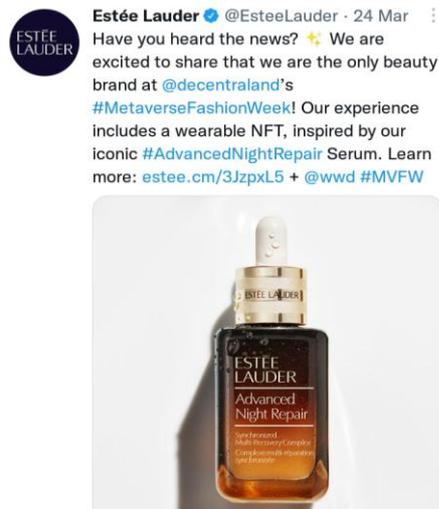
Our 1st clean Setting Spray with no performance or skin sacrifice. Oh, and did we mention it's also: Alcohol – Free, Silicone – Free, and Fragrance – Free.

This advertising technique is a projection technique because it describes something good about the offered product. This can be seen in the sentence "Our 1st clean Setting Spray with no performance or skin sacrifice". Advertisers feel that products like this are what consumers are looking for because most beauty products use silicone, alcohol, and fragrance ingredients which can cause skin irritation if not suitable. Advertisers try to mention the drawbacks of other brands' products by highlighting the advantages of the

products they offer. Advertisers try to attract the attention of consumers with facial skin types sensitive to the ingredients mentioned.

In the advertisement sentence above, there are two sentences, namely a simple sentence and a complex sentence. The first sentence is a simple sentence because there is only one independent clause. In the word "Our 1st clean Setting spray" is classified as a subject, and "with no performance or skin sacrifice" as an adverb. While the second sentence is a complex sentence because there is an independent clause followed by a dependent clause connected by a conjunction

Datum 20:



(Figure for 4.20 is taken from the twitter account of Estee Lauder on March 24, 2022)

Have you heard the news? We are excited to share that we are the only beauty brand at decentraland's MetaverseFashionWeek! Our experience includes a wearable NFT inspired by our iconic.

This advertisement is a kind of projection technique because the Advertiser tries to only talk about the advantages of this product. When we read advertisements like the one above, we realize that advertisers are trying to inform consumers that the brand product being discussed, namely Estee Lauder, is the only beauty brand in the Metaverse Fashion Week event. It is a big event that luxury brands usually attend, and advertisers want to show that their products are worthy of being offered to consumers. With this kind of experience, it is hoped that consumers will be attracted to these products.

In offering the product, the advertisement sentence above has two sentences, namely a compound sentence and a simple sentence. The first sentence is a compound sentence because there are two independent clauses connected by a subordinate conjunction. The word "we" is classified as a subject, "excited" as an adverb, "to share" as a verb, "that" as a subordinate clause, "we" as a subject, "the only" as a verb, "beauty brand" as an object and "at @decentraland's MetaverseFashionWeek!" as an adverb. While the second sentence is a simple sentence because there is only one independent clause without any other sentences followed by a conjunction.

B. Discussion

Many people use social media as a place to run and develop a business and implement digital marketing. Twitter is a popular social media with many users, so it is very suitable for online business and social media campaigns. In addition, Twitter can be used for free, which makes your promotion budget not too big. Twitter is effective for building a good reputation for a product because nowadays, many consumers are happy to share their experiences using a product, either sharing only in one tweet or in the form of a thread equipped with product photos. At a time. This is certainly a distinct advantage for the products we want to offer; anyone with a wide range can see especially the information we upload.

In the 20 data taken, it can be found that the percentage of persuasive techniques used in advertising beauty products, namely Rationalization (20%), Identification (10%), Suggestion (25%), Conformity (10%), Compensation (15%), Displacement (5%), and Projection (15%). The rationalization technique is a process of using reason to justify a problem to gain consumer confidence. We can see the example in (D.1) "Eye Concentrate Matrix reduces the look of lines....." (D.2) "Goes on like a liner, blends out like smoke....." (D.3) "Ready to boost your skin....." (D.4) "Looking to refresh your eyes?.....". In this sentence, advertisers are trying to build consumer confidence that their products are good and can keep consumers looking all day long.

Identification is a persuasive technique characterized by an attempt to identify or identify the persuasion actor with another object. We can see the example in (D.5) "We brought the heat to the desert with our...." (D.6) "We keep

it juicy , we keep it plump.....”. In this advertisement, the Advertiser tries to identify the goods being offered. Here, the Advertiser tries to promote the superiority of the goods by positioning himself to understand the consumer. The advertiser is trying to convince consumers by positioning themselves as consumers who will bring this product, especially for outside activities. This product offers advantages that can attract consumers to be interested in this product.

The next is the suggestion. To advertise the product, the Advertiser must choose the implicit sentence to make the consumer interested in the product. We can see the example, (D.7) “Your face should be refreshing, weightless....” (D.8) “Skip the flower crown this festival season 4”.... (D.9) “Keep it simple and elegant with....” (D.10) “New to retinol? Dermatologists recommend...” (11) “It’s #VitaminC Day ! This lightweight.....”. The suggestion technique tries to make consumers believe the words intended by Advertiser in the hope that consumers are interested in buying this product. An advertiser suggests that consumers try this product to get fast results. The advertiser try to give suggestions so that consumers consider choosing this. Finally, advertisers suggest consumers buy the product offered.

Conformity is a desire or action to make oneself similar to something else. In addition, conformity is a mental mechanism to adjust or conform to something desired. Again, we can see the example (D.12) “The ultimate gleam team.....” (13) “Reasons we love #boiing.....”. Score that dewy, no-makeup makeup glow by prepping the skin with our radiance-revealing primer and layering on our

foundation. The conformity in this advertisement is seen when the Advertiser tries to align himself with the buyer by using the sentence "the ultimate gleam team." In this sentence, it is as if the Advertiser is in the buyer's position by mentioning it as "the ultimate gleam team" who is looking for products to make skin glow.

The following technique is compensation. Compensation is an action or result of an attempt to find a substitute for an unacceptable thing, an attitude, or an untenable condition. We can see the example (D.14) "Feeling parched? Drench your lips in 12 hr....." (D.15). "Anything is possible. Unable to find the formulas....." (D.16) "Craving a retinol tip as a beginner?.....". This form of advertising tries to raise unacceptable problems, then provides a way out of these problems by offering products that can solve them. In the ad sentence above, the Advertiser tries to attract the attention of buyers who find it challenging to find the formula, color, and texture consumers want.

Displacement is a process that seeks to replace an object or thing experiencing obstacles and an intention of another thing which simultaneously replaces the original emotion. We can see the example, (D.17) Did you know our bottles for HA Eye Serum with caffeine are recyclable and made using recycled glass? Because our planet is worth it. The advertiser is trying to divert the advertising intent by informing that this serum bottle can be recycled. The point is that the Advertiser wants to tell a consumer that it is essential for humans to take care of the planet because our planet is precious. The advertiser also wanted to highlight the products offered that the HA eye serum can be recycled.

Projection is a technique to change something that was a subject into an object. We see the example (D.18) “Designed with your skin in mind. NEW Studio.....” (D.19) “Our 1st clean Setting Spray with no performance..... “In this sentence, Advertisers try to mention the drawbacks of other brands' products by highlighting the advantages of the products they offer. The next example is (D.20) “Have you heard the news? we are....”. Advertisers try to boast of their products by saying that it is a very valuable experience for the brand. With this, it is hoped that consumer will be more confident and interested in this brand because it has succeeded in becoming the only beauty brand that participates in the event.

The most common persuasive techniques found in beauty product advertisements is suggestion. This is because in both persuasive techniques, it is easier for advertisers to attract consumer' attention. In this technique, Advertiser also try to understand what is needed by consumers so that consumers will be more interested in the products offered. Advertiser try to give suggestions or suggestion why consumers need to try the product. Advertising like this will also attract more attention of consumer to buy this product.

Techniques that are rarely used in beauty product advertisements according to the data above is displacement. This technique is rarely found because advertisers on beauty products rarely use this technique. Identification technique is rarely used because in this technique advertisers need to highlight the identity of the product, but usually advertisers are more focused on the advantages of what is in the product being offered.

In this study, unique data were found that appear in beauty product advertisement sentences taken from Twitter. We can see an example in datum 13 "Did you know our bottles for HA Eye Serum with caffeine are recyclable and made using recycled glass? Because our planet is worth it". This sentence is not only included in the displacement technique, but can also be included in the projection technique. Because in this example, the Advertiser is also trying to turn the subject (eye serum) into an object by discussing first that the ingredients and bottles of this product can be recycled. With that, apart from getting benefits for eye skin health, it also helps in efforts to maintain the health of earth.

In addition to the types of persuasive techniques, the researchers also looked at the linguistic structure used in the advertising language. In accordance with the results of the analysis, the advertising language used mostly uses complex sentences and compound sentences. Simple sentences are also used in advertising, but usually these simple sentences are used to start the advertisement which is then followed by complex sentences or compound sentences. This is because advertisers want to attract the attention of consumers by including a fairly long explanation using complex sentences or compound sentences.

Based on the previous study described in the previous chapter, there are differences between this research and the previous study described in the first chapter is the object of study. This study uses objects in the form of international facial beauty products on twitter accounts. This object was taken because advertising beauty products, requires precise persuasive techniques so that consumers feel confident about the products offered. Data collection from twitter

is also a difference in this study because on twitter, advertisers rely more on the power of words so that consumers feel attracted to their products. This study also analyzes the sentence structure applied in the application of persuasive techniques in advertising.

The benefit of this research is that it is hoped that readers can understand the study of persuasive techniques that can help especially in the field of advertising. As an advertiser, it is necessary to use the power of the sentence to gain consumer confidence in the advertised product, this requires the right persuasive techniques. Not only that, as a reader, you can also understand what persuasive techniques are used by advertisers to offer their products. It is also useful in communication to convince someone of what the reader believes. When communicating with other people, this technique is useful so that the intent to be conveyed can be understood by others.

After understanding the benefit of this research, there are several weaknesses that can be considered for further research. The first is that this research only focuses on advertising beauty products so that the data taken only focuses on that. Second, many advertisers use the same ad sentence. Therefore, the study findings did not vary. Future researchers should look for persuasive techniques with a wider scope in order to find varied data. Last but not least, this research may have poor grammar and many do not follow the grammar rules so that readers have some difficulty understanding them.

CHAPTER 5

CONCLUSION

This chapter presents conclusion and suggestion related to the analysis in finding. This section concluded the finding that have been discussed in the previous chapter and provide suggestion for the reader.

A. Conclusion

From the results of the analysis, the findings show how advertisers offer products using persuasive techniques on twitter. Advertising on Twitter prioritizes the power of sentences made by advertisers in order to make consumers more interested in the product. The theory used in this study uses Keraf's theory which divides persuasive techniques into seven types, namely rationalization, identification, suggestion, conformity, compensation, displacement, projection. The advertising tweets presented as data contained 16 tweets originating from 6 international beauty product accounts, namely L'Oreal Paris, NYX Pro makeup, Estee Lauder, Laura Mercier, Elizabeth Arden and Maccosmetics.

The most common persuasive techniques found in beauty product advertisements are rationalization and suggestion. Meanwhile techniques that are rarely used in beauty product advertisements according to the data above are identification, conformity and displacement. Based on analytical researchers, many advertisements use rationalizing language and suggestions to attract consumers' attention. This can be seen from the percentage of the results of this

analysis. Therefore, many advertisers provide suggestions and justifications for these products so that consumers are interested.

B. Suggestion

It is hoped that with this study, reader can understand the persuasive techniques used in advertisements, especially facial beauty products, especially women, which are made to attract consumers' attention and trust. After conducting this study, the researcher admits that there are some weaknesses and limitations of this research that must be covered by future researcher who may use more varied data and other theories. In addition, this research is based on the interpretation and description of researchers who still have shallow knowledge so that the result is far from perfect. Therefore, the researcher provides suggestions for future researchers and readers.

For future researchers, they can use other theories because some previously used Gorys Keraf's theory and Aristotle's theory of persuasion. Therefore, they can use the latest theory of persuasion to help them understand the data and be able to perform analysis. Therefore, research will have novelty in art research. For readers, persuasion has a very important role in everyday life because it can be used in verbal and non-verbal communication. Especially for students majoring in English, the researcher suggests that they pay attention to persuasion learning as part of the discourse course. This is because persuasion plays an important role in communication and matters relating to the use of language to speak to the other person or audience.

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CURRICULUM VITAE



Nina Ariadini was born in Situbondo on November 02, 1999. A youngest daughter of Mr. Hariyanto and Mrs. Sri Indayani. The author's address is Sumberkolak Village 01/02 Panarukan, Situbondo, East Java Province. You can contact the author via email at ninaariadini11@gmail.com. She graduated from MAN 2 Situbondo in 2018. She entered lectures in 2018 at Maulana Malik Ibrahim State Islamic University Malang in the department of English Literature, Faculty of Humanities. She has been with UKM PKPT IPPNU for one year.

APPENDIX

Brand	Tweet	Persuasive Technique						
		R	I	S	C	Com	D	P
Estee Lauder	Eye Concentrate Matrix reduces the look of lines so you can feel confident about your look throughout the 15-hour wear of #Double wear Zero Smudge Mascara	✓						
	Reasons we love #boiing Bright Concealer : Immediately brightens under eyes, Color corrects dark circles, Feels lightweight & silk – smooth On				✓			
	Have you heard the news ? we are excited to share that we are the only beauty brand at @decentraland's #Metaverse FashionWeek ! Our experience includes a wearable NFT , inspired by our iconic #AdvancedNightRepair Serum							✓
NYX Pro Makeup	Goes on like a liner , blends out like smoke Our Epic Smoke Liner comes in 12 daring shades to turn up the heat in your smoke eye look	✓						
	Ready to boost your skin with Our Plump some electrolytes? Right Back Primer + Plump Finish Spray + This Is Juice Gloss	✓						

	are ALL formulated with electrolytes that boost your skin with hydration and keep makeup looking fresh all day						
	We brought the heat to the desert with our Lip Lingerie XXL. Swipe on our new bold fuego shades that'll last all day and won't transfer		✓				
	We keep it juicy , we keep it plump. Are your lips ready to be drenched in hydration all day into the night ? Our This Is Juice Gloss is infused with electrolytes and lip loving oils to saturate lips in shine		✓				
	Feeling parched ? Drench your lips in 12 hr hydration with our This Is Juice Gloss Packed with 5 electrolytes & lip loving oils , this gloss delivers a wash of color while keeping lips . looking hydrated , plump , & juicy					✓	
Elizabeth Arden	Looking to refresh your eyes? Give them an instant upgrade with PREVAGE Anti - Aging Eye Serum 2.0 ! Supercharged with Idebenone (plus 5 new ingredients!) , our #1 anti - aging eye serum just got better -- 98 % agree eye contours feel firmer , after 4 weeks	✓					

L'Oreal Paris	<p>Your face should be refreshing , weightless & hassle – free. Get ready for an easy way to get an illuminating natural - looking tan this #summer season with our Sublime Facial Water Mist . Available at Target !</p>			✓				
	<p>It's #VitaminC Day ! This lightweight , yet highly potent 10 % Pure Vitamin C Serum Concentrate effortlessly glides onto skin to restore skin's radiance in 1 week & reduces wrinkles!</p>			✓				
	<p>New to retinol ? Dermatologists recommend Pure Retinol because it is the most researched and effective anti - aging ingredient . Try out Revitalift Night Serum with Pure Retinol for fast</p>			✓				
	<p>Craving a retinol tip as a beginner ? Try a #retinolsandwich ! Layer your moisturizer under and then over your retinol serum . Reduces risk of irritation ! Revitalift Night Serum with PURE Retinol is available now</p>					✓		
	<p>Our balm noir mascara uses a concentrated formula using just 15 essential ingredients . The balmy texture contains a blend of natural - origin oils from renewable sources to hydrate and care</p>							✓

Maccos matics	Skip the flower crown this festival season 4. Bring the garden to your gaze instead with ultra - blendable , petal - soft Eye Shadow shades in Memories Of Space , Whats The Wifi ? and Jingle Ball Bronze			✓				
	The ultimate gleam team. Score that dewy , no - makeup makeup glow by prepping skin with our radiance - revealing primer and layering on our foundation				✓			
	Designed with your skin in mind . NEW Studio Radiance Moisturizing + Illuminating Silky Primer is infused with a blend of good - for - skin ingredients to condition and provide a naturally radiant finish							✓
Laura Mercier	Keep it simple and elegant with a singular wash of color on the lids . Use the Caviar Stick in Sugarfrost for a neutral shimmer that can make any eye pop			✓				
	Anything is possible . Unable to find the formulas , colors , and textures she wanted our founder Laura Mercier founded her eponymous brand devoted to to help every woman achieve her full beauty potential					✓		
	Did you know our bottles for HA Eye Serum						✓	

	with caffeine are recyclable and made using recycled glass? Because our planet is worth it								
	Our 1st clean Setting Spray with no performance or skin sacrifice . Oh , and did we mention it's also : Alcohol – Free, Silicone – Free, Fragrance – Free								✓

Note:**R = Rationalization****I = Identification****S = Suggestion****C = Conformity****Com = Compensation****D = Displacement****P = Projection**