

PERSUASIVE TECHNIQUES USED IN NIKE ADVERTISEMENT

THESIS

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FACULTY OF HUMANITIES

**MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY OF
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PERSUASIVE TECHNIQUES USED IN NIKE ADVERTISEMENT

THESIS

Presented to

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**in partial fulfillment of the requirements for the Degree of Sarjana Sastra
(S.S)**

By

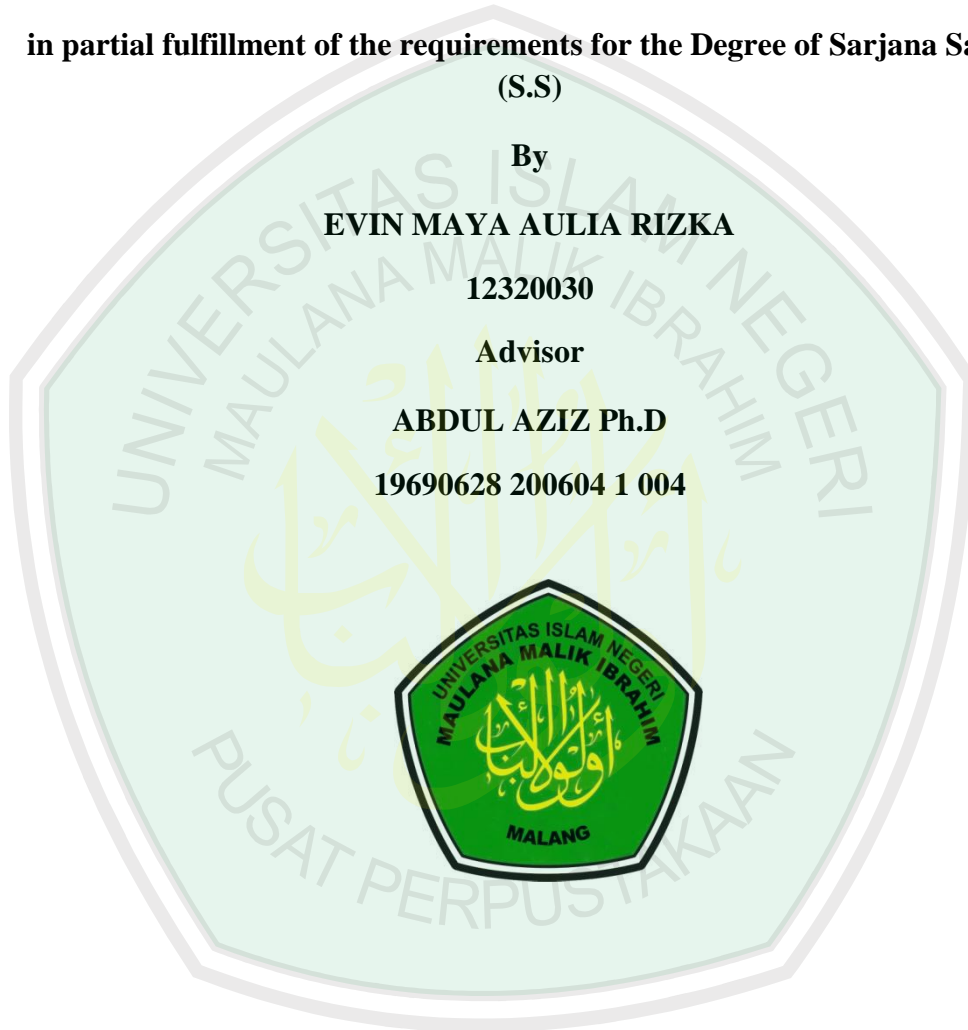
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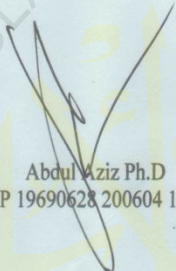
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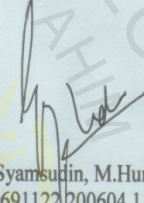
APPROVAL SHEET

This is to certify that Evin Maya Aulia Rizka's thesis entitled **Persuasive Techniques used in Nike Advertisement** has been approved by the thesis advisor for further approval by the Board of Examiners.

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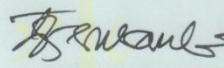
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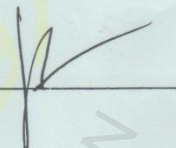
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STATEMENT OF THESIS AUTHORSHIP

I state that the thesis I wrote entitled **Persuasive Techniques used in Nike Advertisement** does not incorporate to any materials previously written of published by other persons, except those indicated in quotation and bibliography. Due to this fact, I am only person who is responsible for the thesis is any objection or claim from others.

Malang, June 20th 2016



The Writer

Evin Maya Aulia

MOTTO

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ
وَتُؤْمِنُونَ بِاللَّهِ وَلَوْ آمَنَ أَهْلُ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ مِنْهُمُ الْمُؤْمِنُونَ
وَأَكْثَرُهُمُ الْفَاسِقُونَ

Ye are the best community that hath been raised up for mankind. Ye enjoin right conduct and forbid indecency; and ye believe in Allah. And if the people of the scripture had believed, it had been better for them. Some of them are believers; but most of them are evil-livers. (Al-Imron :110)

DEDICATION

This thesis is dedicated to my beloved parents, Moh Munir Cholil and Umi Farida who always praying, loving and giving affection that never stops ending for me, and my beloved brother and sister, Ahmad Addin Ziaul Haq and Ilma Ulya Mazida who always support me.



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All praises and gratitude be to Allah, giving grace and mercy upon all creatures in the earth, the all mighty and all wise, the lord of the universe who has given the strength and guidance to the writer so that the writer can finish this thesis. Blessing and salutation be upon to our prophet Muhammad SAW, the greatest revolutionary in the universe who guides us from barbarian to the civilized people.

This thesis is intended to fulfill the requirement to achieve the degree of Sarjana Sastra in English Language and Letter Department at the State Islamic University of Maulana Malik Ibrahim of Malang. Yet, hopefully through this thesis can give contribution to the richness of the knowledge, especially in the field of Linguistics.

This thesis was not finished simply and easily, I should spend much time and effort to make it complete. It, however, has given invaluable experience. This thesis actually would never be finished without support, motivation and contribution from many people. Firstly, I would like to thank those who have guided me in writing the thesis. I express my deepest gratitude to Abdul Aziz P.hD who has patiently taught and guided me throughout the entire process of the thesis writing with all of the meaningful notes, which made me finish this thesis more easily. I also want to express my sincere thanks to H. Djoko Susanto, M.Ed., Ph.D and Drs. H. Basri, M.A., Ph.D as my examiners for their invaluable

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Malang, June 06, 2016

The Writer

ABSTRACT

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Key Words : Persuasive techniques, Advertisement, Nike Inc.

The ability to persuade people is needed in social life, especially in Advertisement. Persuasion is an important part in communication which can influence or persuade the others, in order to be interested with the speaker intended meaning. Persuasive technique usually used by the advertiser to promote their product or service. Nike brand is one of the best companies which had success promote their product using persuasive technique of advertisement.

The research investigated the data based on two problems, there are 1) what are types of persuasive techniques used in Nike advertisement and 2) how are strategies of persuasive techniques used in Nike advertisement. The objectives of this research are Find out the types of persuasive techniques used in Nike advertisement and describe the strategies of persuasive techniques used in Nike advertisement.

This research used by using descriptive qualitative method because the data of this research were in the form of spoken and written text. It also a kind of discourse studies, because the researcher wants to investigate how the way language is used to persuade the other through advertising. The researcher uses two theories to solve these research questions, there are Gorys keraf's theory and Aristotle's theory.

The result of this research, the researcher found that Nike Advertiser used all types of persuasive technique by Gorys Keraf to persuade people to be interested with the service or product that they are offered. But the persuasive technique that mostly used by Nike advertiser is Rationalization technique. It shows that justifying statement can influence the other people. While, the researcher also found all strategies of persuasive technique by Aristotle used in Nike advertisement, such as appeal to personal character, Giving evidence and Appeal to control emotion. Personal character is the best strategies that was used by Nike Advertisement, thus Nike advertisement always uses sportspeople to endorse their product.

Finally, the researcher hopes that this thesis will be useful for others. And it can give the contribution for the next researcher who are interested to investigate persuasive research by using other theories and other subject that more complete and better.

مستخلص البحث

رزكا، ايفين مايا أوليا، 2016م، تقنيات الإقناع التي تستخدم في الإعلانات التجارية نيك (Nike). بحث جامعي. قسم لغة الإنجليزية و أدائها. كلية علوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج.

تحت الإشراف الدكتور عبد العزيز الماجستير.

الكلمة الرئيسية: تقنيات الإقناع، إعلان، نيك

الحاجة إلى القدرة على إقناع الناس فيما يتعلق بالحياة الاجتماعية، ولا سيما في عالم الإعلانات. الإقناع جزءا هاما في مجال الاتصالات، لأنها يمكن أن تؤثر أو إقناع الآخرين المهتمين لما كان يقصد المتكلم. تقنيات الإقناع تستخدم عادة أساليب الإقناع بالمعلنين للترويج للمنتجات والخدمات. الإسم نايك هي واحدة من أفضل الشركات التي حققت نجاحا من تشجيع المنتج الخاص بهم باستخدام تقنية إعلانية إقناعاً.

تحقيق الباحثين البيانات استناداً إلى مسألتين، هما ما اكتب نوع مقنعة التقنيات المستخدمة في الإعلانات التجارية نيك، وتقنيات استراتيجية الإقناع ما تم تطبيقه في الإعلانات التجارية نيك. أما الأهداف بالنسبة للغرض من هذا البحث هو العثور على أنواع أساليب الإقناع المستخدمة في الإعلانات التجارية نيك ويصف استراتيجية الإقناع التقنيات المستخدمة في الإعلانات التجارية نيك.

يستخدم هذا البحث الأسلوب الوصفي الكيفي نظراً لأن البيانات موجودة في شكل شفوي والنص. البحوث شملت أيضا في دراسة الخطاب، لأن الباحثين سوف تدرس كيفية استخدام اللغة لإقناع الآخرين في عالم الإعلانات. استخدم الباحثون نظريتان أي نظرية Gorys Keraf ونظرية Aristotle.

نتائج هذه البحوث، وجد الباحثون أن الإعلانات التجارية نيك استخدام جميع أنواع أساليب الإقناع، والأسلوب الأكثر استخداماً هو التقنية لترشيد، وأنها أظهرت أن مع بيان قوي يمكن أن تؤثر على الآخرين. وفي الوقت نفسه، وجد الباحثون أيضا أن جميع تقنيات استراتيجيات الإقناع وفقا لأرسطوا في الإعلانات التجارية نيك، إلا وهي شخصية حرف، إعطاء الأدلة، والقدرة على مراقبة المشاعر. الشخص هو استخدام استراتيجية أفضل في إعلانات نايك نايك الإعلانات التجارية، وهكذا دائما استخدام أفضل لاعبي الرياضات في شريط فيديو للإعلانات.

ABSTRAK.

Rizka, Evin Maya Aulia. 2016. Teknik – teknik persuasif yang digunakan dalam iklan Nike. Skripsi. Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Abdul Aziz P.hD

Kata Kunci : Teknik Persuasif, Iklan, Nike Inc.

Kemampuan untuk membujuk orang dibutuhkan dalam kehidupan social, khususnya dalam dunia periklanan. Persuasi menjadi bagian penting dalam komunikasi, karena itu dapat mempengaruhi atau membujuk orang lain agar tertarik terhadap apa yang dimaksudkan oleh pembicara. Teknik persuasi biasanya digunakan oleh pemasang iklan untuk mempromosikan produk dan pelayanan mereka. Merk Nike adalah salah satu perusahaan terbaik yang telah sukses mempromosikan product mereka menggunakan teknik persuasive periklanan.

Peneliti menginvestigasi data berdasarkan dua masalah yaitu apa tipe tipe teknik persuasive yang digunakan dalam iklan Nike, dan strategi teknik persuasi apa yang telah diterapkan dalam iklan Nike. Adapun tujuan dalam penelitian ini adalah untuk menemukan tipe-tipe teknik persuasi yang digunakan dalam iklan Nike dan mendeskripsikan strategi teknik persuasi yang digunakan dalam iklan Nike.

Penelitian ini menggunakan metode deskriptif kualitatif karena data ini dalam bentuk oral dan teks. Penelitian ini juga termasuk dalam study wacana, karena peneliti akan meneliti bagaimana bahasa digunakan untuk membujuk orang lain dalam dunia iklan. Peneliti menggunakan dua teori yaitu teori Gorys Keraf dan Teori Aristotle.

Hasil dari penelitian ini yaitu, peneliti menemukan bahwa iklan Nike menggunakan semua tipe tipe teknik persuasif, dan teknik yang paling sering digunakan adalah teknik rasionalisasi, ini menunjukkan bahwa dengan pernyataan yang kuat dapat mempengaruhi orng lain. Sedangkan, peneliti juga menemukan bahwa semua strategi teknik persuasi menurut Aristotle dalam iklan Nike yaitu personal karakter, pemberian bukti dan kemampuan untuk mengendalikan emosi. Dan personal karakter merupakan strategi yang terbaik yang digunakan dalam iklan Nike, dengan demikian iklan Nike selalu menggunakan pemain olahraga terbaik dalam video iklan mereka.

Peneliti berharap, penelitian ini memberikan kontribusi untuk peneliti selanjutnya yang tertarik dalam meneliti bidang persuasive menggunakan teori lain yang lebih lengkap.

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CHAPTER I

INTRODUCTION

This chapter deals with the description of research background, research questions, and objectives of the research. It also elaborates the significances of the research, scope and limitation, research methods and operational of the key terms.

1.1 Research background

In this globalization era, the ability to persuade other people is needed. It can be seen from some phenomenon; many big Companies try to persuade the consumers for offering their product. Besides that, in social life when the people communicate with the other, it is necessary persuasive skill to make the other people understand and believe what the speaker means. It cause persuasion takes an important part in communication.

According to Keraf (2004:118), persuasion is an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. It means that persuasion is the effort of speaker to persuade or influence the listener to be interested with something that is offered. It also means that persuasion is the effort of the speaker to influence the listener to do the intended meaning. The goal of persuasion is to convince the consumer to accept the persuasive argument and apply the new attitude as a part of their core belief system. Persuasion is a part of discourse analysis. According to Yule (1983:1), discourse analysis is concerned with the language used for communication and how addressee worked in linguistic

message in order to interpret them. Persuasion talks about the language that used to influence the other, and Discourse analysis talks about how the language is used. It caused that there are a relationship between persuasion and discourse.

The ability to persuade or convince the people are not easy; it need a skill or technique to make the listener believe what the speaker said and means which are called persuasive technique. Persuasive technique is skills or techniques that a speaker uses to influence another person or group of people to take a certain action. According to Hart (1983:260), persuasive technique is a tactic of doing things so that people can reach their goals that one has freely chosen for among several options. It means that persuasion technique is skills or tactics to make other people believe and behave as we do.

Persuasive technique has some area to be investigated, such as; advertising, politics, social, and other. In this research, the researcher will focus on persuasive techniques used in advertising. Advertising is a form of communication intended to persuade audiences (viewers, readers, or listeners) to take some action. Each of company should have persuasive techniques and strategies to introduce their products in society. There are many companies which compete to make their products be popular using advertisement. Advertisement is a picture, short film, song, and others that tries to persuade people to buy a product or service, it is also a media which persuade people to consume certain products or to follow some ideas conveyed. Therefore, the advertiser should identify and make good advertisement before advertise their products or services. Based on Kotler (2002)

statement, the advertisement becomes a very important part because it can be an attraction for consumers in making purchasing decisions.

In this modern era, advertisement is as a media of business commercial, advertising is any delivery of information about goods or services by using paid non personal media. Belch and belch (2001:15) stated that advertising is the paid non personal communication of the message intended to sell or promote a product, service, person, idea, or issue. Advertisement is become trend setter of companies, many companies used advertisement to introduce their product in society. Therefore, the companies should make some interesting advertisement which is constructed in attractive words and ways that people interested in. The language should be appropriate with the target consumers.

Advertising consists of two types of advertisement; there are commercial and non-commercial advertising. Commercial advertising has to do selling goods and services, while non-commercial advertising is more about providing information and motivating people to act after being exposed to that information. Both of them have a specific purpose in conveying their products or ideas. For example, commercial advertising will design the words, pictures, and colors to make people buy their product. While, non-commercial advertising such as society service advertisements will make the readers, hearers or viewers do the act conveyed.

In this modern world, it is undeniable that there have been a lot of brands that compete with each other to get much more consumers. One of the top brands

in the world is Nike. It can be seen in Top Brand Awards 2014, the position of Nike's product is highest than other, it is about 58, 2 percent. This kind of brand is very popular amongst people, because of sportspeople who endorse the brand. Nike with its popularity utilizes much different kind of marketing strategies, including using famous sportspersons as tools to advertise their goods and services, the sportspersons used interested language to convince the consumer.

Nike is one of popular brands around the world as one of the best quality of apparels that can be used for doing sport activities such as: dancing, running, football and else. Nike shoes have a competitive price with the other and then can make people satisfied when having it. Then, people can get the selection quality of the shoes with a better price.

Advertising of Nike Company has some reasons to be investigated, especially in linguistic case. Advertising of Nike is one example of emotional branding which is the most effective in the world. It happens because the strategies and application of Nike which is have done by advertiser. Nike is a company which becomes protagonist branding emotional in sport areas. In other that, Nike Company also uses their strategies to make their brand and their product is received by society.

Advertisements which are as media to promote goods and services are usually in the oral form or written form. Advertisements are usually put in the communication media such as television, internet, magazine, newspaper and other. Nowadays, Internet becomes the first choice to entertain people because internet

has become lifestyle for people to get much information easier and also more interesting than other mass media. In addition, internet also provides both sound and visual, people can enjoy real life more than other mass media that are limited by single dimension of sight or sound.

The use of and the interest of internet as one of the media communication in the society make internet more interesting than other mass media for advertisers to advertise their product. Internet can be a media of communication in transferring the advertisers' message to the consumers', the message of advertisements must be in correct articulation and using clear and short utterance. The choice of world should be correct and have persuasive power to influence the consumer's mind.

This research took this topic because it intends to investigate about the types of persuasive techniques and the strategies of persuasive techniques are used in advertisements. The researcher uses Gorys Keraf theory to analyze types of persuasive techniques. Gorys Keraf introduced his theory with seven types of persuasion techniques. There is identification, suggestion, replacement, rationalization, conformity, compensation, and projection.

Studies on persuasion technique have been conducted by some researchers. First, Firdausiah Ika Safitri (2013), she has observed persuasive strategies of Commercial and Non Commercial advertisements on Time Magazine. The findings of the researcher showed that most of persuasive strategies that she used are rationalization identification hypnotic, conformity, compensation and

displacement. Second, Fauzan (2013) has examined persuasion in Cigarette advertisement. From the results of his research, he found persuasive techniques that used in slogan of cigarette advertisement are Ethos, Pathos and Logos. Next, Nurul (2010) investigated about persuasive technique used in DRTV advertisement. The finding of research is the types of technique persuasion are rationalization, identification, suggestion, conformity, compensation, and displacement. The last, Lilis (2014) investigated about persuasion technique used in Smartfren advertisement. The result of his research is that most of Smartfren advertisements combine pictures, music (Lyric), speech and writing in its commercials.

The differences between this research from the previous related studies on the detail of investigates and the subject of this research. The previous studies only explain about the types of persuasive techniques used in advertisement. But in this research, the researcher will investigate about the type and the strategies of persuasive techniques that used in Nike advertisement. Although some of researchers had investigated about the strategies of company. but the researcher assumed that every company have own strategies to make their product well-known. Besides that, in advertisement area, there are not many researchers that have researched about persuasive technique in sport advertisement. Most of them have researched about cosmetic advertisement.

1.2 Research questions

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

1. What the types of persuasion techniques are used in Nike advertisement?
2. How the strategies of persuasive techniques are used in Nike advertisement?

1.3 objectives of the research

After having the research problem, this study aims to:

1. Find out the types of persuasion techniques that used in Nike advertisement.
2. Describe the strategies of persuasive technique used in Nike advertisement.

1.4 Significance of the Research

The researcher hopes the result of this research would give contribution in both theoretical and practical significance. Theoretically, the researcher expects that this research can be source in discourse study, give more information and examples, especially on persuasion. It is on how people persuade another through language and how discourse analysis used in internet advertisement.

Practically, this research can help linguistics researchers to examine a certain linguistic characteristic of some advertisements it may also become a model of persuasive analysis for discourse studies learners. The result of this research hopefully gives advantage for advertiser who will create an advertisement in order to be better in their works, especially in language advertisement.

1.5 Scope and limitation

The focus of this research is to investigate persuasive techniques used in Nike advertisement which consist of 6 videos commercial from Nike advertisement on 2014. Due to the researcher limited time, the researcher only investigated six videos commercial on 2014. In 2014, there are many Advertisements that are created by Advertiser, but in this research, the researcher only chooses six videos commercial of Nike Advertisement which has been categorized as the best video commercial on 2014. There are *The Last Game*, *Winner Stays*, *Nike Ordem Football*, *Nike Air Zoom 1*, *Master of Air Max* and *The Modern Muscle*. Besides that, the researcher only investigates types and strategies of persuasive technique used in Nike advertisement on 2014. This may prevent me to obtain more complete data on more various type questions; actually there are some cases which can be investigated to complete this research. For example, the researcher may investigate about the effect of strategies of persuasive techniques in advertisement to society or consumer.

1.6 Definitions of key term

- Persuasion is an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. (Gorys Keraf, 2004:1)
- Persuasive Technique is a tactic of doing things so that people can reach their goals that one has freely chosen for among several options. (Hart, 1998:260)
- Advertisement; advertising is any delivery of information about goods or services by using paid non personal media. (Belch and belch, 2001:15)
- Nike is an American multinational corporation that is engaged in the design, development, manufacturing and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. (www.Nike.com)
- Internet is a database or multimedia library which provides more complete information (Lani Sidharta, 1996:11)

1.7 Research methods

The research methods provides a detail description of research design, data source, research instrument, data collection and data analysis. They are processed as follows:

1.7.1 Research design

This research will be investigated using qualitative methods, because the researcher focuses on analyzes speech, utterance, written and context in Nike Advertisement. The researcher analyzes through describing and explaining the data based on Keraf's theory of persuasive techniques and how word, context and utterance had significant role in persuasive techniques. This research analyzed about persuasive technique which focused on Nike advertisement.

The purpose of this qualitative research is to obtain understanding of persuasion technique in advertisement. In order to understand the particular events of the advertisements, the researcher explain the context of the conversation in advertisement, in terms of the persons who are involved in the conversation, the time, the setting and the topic that they are talking about.

Discourse analysis is chosen as approach because it is assumed by the researcher as the proper approach to express the premises among utterances of the advertisements.

1.7.2 Research instrument

A research instrument is a tool that is used in the researcher to collect data in order to make research process done easily, systematically and completely. In this case the researcher will use human as research instrument. The key instrument in this research is the researcher herself. The researcher takes an active participation to do this research. She found great deal of time to find out and

collect the data. Researcher herself also analyzed the data to know types and strategies of persuasive techniques used in Nike advertisement.

1.7.3 Data sources

The sources of data in this research is advertisement which is made by Nike Company to introduce their product. This advertisement are in the form of video, therefore it is taken from the official link of Nike Company (www.nike.com) because this link is the only required link to browse all things relate to the Nike production, news, and events. The focus of investigation is not all of Nike Advertisement; the researcher took some advertisements of Nike commercial which is the best production.

1.7.4 Data collection

The data were collected by using several steps. Firstly, the researcher search the video of Nike advertisement in www.nike.com. Secondly the researcher downloads the video of advertisement. And finally, the researcher transcribes the data into text form.

1.7.5 Data Analysis

After collecting the data, the data analysis was presented. There are some steps in doing the data analysis. The first, the researcher describes the advertisement, include; the context, speaker's utterance, and the writing which is showed in video. The second, the researcher identifies the utterance which tends to be persuasive techniques. Then, the researcher classifies the speech, writing and

based on seven persuasion technique by gorys keraf. The next the researcher identify the strategies of persuasive technique that applied in Nike advertisement.



CHAPTER II

REVIEW OR RELATED LITERATURE

This chapter elaborates supporting theory and previous studies. It consists of four parts: (1) discourse analysis (2) advertisement; characteristics of good advertisement (3) persuasion; persuasive techniques, types of persuasive techniques, strategies of persuasion, (4) Nike Advertisement (5) previous studies.

2.1 Discourse analysis

The meaning of discourse is the process to interpret meaning and intention, discourse is needed in communication. In communication, people use utterance to convey information and to lead each other toward an interpretation of meaning and intention.

There are some definitions about discourse analysis which is explained by some linguists; according to Brown and Yule (1983:1), discourse analysis is committed to an investigation of what and how that language is used for. It is clear enough that indeed the area of discourse analysis focuses on the language in use. According to Daymon and Holloway (2002:141) described that discourse analysis appreciates the language or discourse, is not simply a device for producing and transmitting meaning. It is a strategy which people use purposefully to try to create a particular effect. Discourse is not only focuses on the language and the meaning but deeply to the some elements in communication, such as how, who, what, and when the language is used. Mc Carthy (1991:5) stated that Discourse analysis study language in use are written texts of all kinds,

spoken data, from conversation to highly institutionalized forms of talk. It can be said that discourse analysis concern both in spoken and written data, either exist in mass media or other source. From these definitions, I can conclude that discourse analysis or discourse study is a broad term for study of the ways in which language us used in texts and contexts.

Discourse analysis, further, can be used to investigate words, sentences, expressions or meaning beyond people's expressions. In communication, people usually choose words and arrange sentences. Therefore, what words they produce, what symbols they give and intonation is not merely as the way of individual expression or communication but intentionally people commit it for certain purpose.

Discourse analysis in this study is concerned with written, spoken, and context discourse which is intended to influence people to create supports, to convince that the opinion is true and valid, and to change their attitude to make action (Renkema, 1993:11).

Kinneavy (1971:61) grouped the discourse into four types, they are: Expressive discourse, referential discourse, literary discourse and persuasive discourse. *Expressive discourse* means a type of discourse in which language is used as a simple vehicle for expression of some personality aspect by the encoder (the person who encodes the message). *Referential discourse* is a type of discourse in which the use of language stresses the ability of language to designate or reproduce reality, in a manner of speaking. Then *literary discourse* refers to the

types of discourse in which the text or the product or the work itself is the focus of the process as worthy of being appreciated in its own right. The last is *persuasive discourse* which focused primarily on the decoder that is the other person involved in the process or the receiver of the message. In this type, what essential is the encoder, reality, and language itself all become instrument of the achievement of some practical effects in the decoder.

Based on the types of discourse analysis above, it is known that advertisement is an example of persuasive discourse. Advertisement uses the words, picture which persuade someone to do something or to change believe. Therefore this study is included in discourse analysis.

2.2 Advertisement

Before analyzing persuasion techniques, there are some definitions about advertisement based on some experts. The word advertisement come from Greek, which means tell a thinking or idea to other people (Klepper, 1986). Klepper (1986:22) stated that advertisement is a part of marketing that helps a company to get the product into the consumer's hand. It delivers the message that is not only information but also persuasion. According to Belch and Belch (2001:15) stated that advertising is any delivery of information about goods or services by using paid non personal media. It means that advertising is the paid non personal communication of the message intended to sell or promote a product, service, person, idea, or issue. In addition, Wright also defines the term advertisement as communication process which has an important power as the media of marketing,

helping of services, concepts and ideas through a certain media in the form of persuasion information. Advertisement tends to persuade and inform the consumers to do something. Based on Kotler (2002) statement, the advertisement becomes a very important part because it can be an attraction for consumers in making purchasing decisions.

Advertisement is a part of Discourse study which is greatly influence modern society. it is visible on internet which can use picture, music and language either singly or combination. Through internet medium, advertisement is very effective since it is more appealing eye catching, and all designs to elicit an emoticon response.

The use of language advertisement is different with the language which is used in daily life. According Crystal (1993) stated that the language of advertisement uses effective illustration and contains special powers that are allowed to be control the viewers' behavior to make attention to a product or service in order to sell it.

2.2.1 Characteristics of good advertisement

The use of language in advertisements becomes important aspect to be successful in promoting the ideas or product. The language used advertisements should not only informative but also persuasive this is the real effect from the texts. The language can influence society in determining their views, ideas, attitude based on the language which has been exist in their mind. Thereby,

advertisements have to make good advertisement in order to the consumer will interested in there are some characteristics of good advertisement.

According Whittier (1958:205) there are some characteristics to be a good advertisement, there are:

a. Simple

The advertiser needs to use simple words but meaningful in making advertisement, it is used to make the reader or viewers easy to remember the product or idea advertised. The readers or viewers usually remember the advertisement which has been interested and simple. They will remember it continually that will exist in their mind. For example is the advertisement of Nokia “Connecting people”, the brand Nokia will be directly in their mind

b. Persuasive

The language used in advertisements should be persuasive which will influence people to believe and do what the advertiser conveys. The persuasive things can be in the form of verbal and non-verbal. In verbal, the attractive statements need to be used to make it persuasive, while in non-verbal, beside the attractive statements, it also needs a good background and expression. Therefore something interesting and persuasive is needed to make a good advertisement. For example can be taken based on definition above is also the advertisement of Nokia “Connecting people”. Indirectly, connecting people has implicit meaning to ask people connect each other. In this advertisement, there are two people shake their

hands that mean they connect, the persuasive meaning is the Brand Nokia will connect each other although in direct way.

c. Entertaining

The advertisement should be entertain the consumer to make them interested in and believe what is conveyed. It can be done by images or picture. The use of mixing colors also needs to make it interesting. For example, it can be taken from Bebelac Advertisement. “You are my everything” will influence people to buy Bebelac for their child. They will be happy seeing children after drinking Bebelac. The picture of cute children will also make people entertained.

2.3 Persuasion

Persuasion is derived from Latin “persuasion” means “to persuade”, “persuasive (adj)” (Palapah in Sunarjo, 1983:32). it is defined as a process of communication which is purpose from the speaker to persuade listener (Groller Webster International Dictionary, 2000: 708). It is a process which is amid at changing a person or a group’s attitude or behavior toward some event, idea, object or other persons by using written or spoken words to convey information, feeling, or reasoning, or a combination of them.

The term persuasive or persuasion has been defined by many experts in slightly different ways. According to Gorys Keraf (2004:118) defines that persuasion is an art of verbal with the intention to assure someone to do something appropriate with the speaker’s purpose for this moment or the present time. The ability to persuade someone using words or another thing can be

included as an art. It needs a specific skill to organize words and another aspect in order to influence people for doing something using verbal or non-verbal way is called persuasion.

In addition, Leanne (2004:129) defines persuasive as an art of influencing someone to do something by advising, encouraging or convincing them. It is not easy thing to give advice, to encourage, or to convince someone about something. It is needed good way so that people will believe it. The attractive words are needed to do that. Persuasive strategies are needed to be mastered so that another people want to do what people ask and believe what people say. That is way persuasion is kind of art to affect someone in doing something.

According, Larson (1986:3) said that persuasion is “a process” that changes attitudes, beliefs, opinions, or behavior. Persuasion happens only through cooperation between source and receiver. The focus on persuasion is on not only the source, the message, or the receiver, but all of them are equally focused on. They all are cooperative to make a persuasive process. In addition, an idea to make a persuasion is cooperative creation or co-creation idea. The idea of co-creation means that what is including the receiver is as important as the source’s intention or the message that wants to express. It means that the purpose of persuasion is that the speaker tries to persuade the listener to act something with no violence and coercion. So that, in persuasion the speaker needs the efforts for stimulating the addressee in taking decision.

Persuasion is related with communication. Persuasion communication is intended to change or influence the beliefs, attitudes, and behavior people to act in accordance with what is expected by the communicator persuasion. According to Burgon & Huffner (2002: 74), summarize some of the opinions of several experts on the definition of persuasion communications is the process of communication aimed at influencing the thoughts and opinions of others in order to adjust their opinions and wishes communicator. Hogan (2004) also argued that persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy.

Persuasion is an effort to convey information by means analyzing and understands the public or audience accurately. Then, the purpose is to influence or persuade the attitude, view or behavior of audience, in order that what speaker's aimed run well by audience's awareness without violence or an encouragement from other, at the moment or at the present time. By using persuasive, people will be able to ask another people doing something appropriate with their pretension. People do not need to force another people doing something they want. They only need to construct the words in a good way that people will believe and be interested in. therefore, mastering persuasion techniques is very important thing in communication.

2.3.1 Persuasive Techniques

Persuasive Technique is a part of persuasion. The meaning of persuasive techniques is discussing about the techniques or the strategies used to influence

people to believe and to be interested with the speaker. According Hart (1983:260), Persuasive Techniques is strategy as the way of doing things so that people can reach their goals that one has freely chosen for among several options. It means that persuasion technique is the way to make people believe and behave as we do. In addition, Persuasion technique is defined by Johnston (1989) as the range of options from which a speaker selects in deciding on an appropriate tactic or combination of tactics for persuasion in a given situation.

2.3.1.1 Types of Persuasive Techniques

Keraf (2004) argues that persuasive techniques are divided into seven techniques; there are rationalization, identification, suggestion, conformity, compensation, projection, and displacement. In this part, it will discussing more detail about these types of persuasive techniques.

a. Rationalization

Rationalization is the use of mind process to give a justification for a certain problem. In this technique, the presenter or the advertiser needs only some statements as the proof to justify the product's quality and to give this justification. The advertiser should know the audience's or consumer's needs, their attitude and belief. In persuading consumer, the advertiser gives some rationalizations. Based on definition above, the example of rationalization can be seen in advertisement of L'oreal my True Match advertisement, the advertiser shows that if people use this product they will look like Beyonce, the presenter of the product who seems always beautiful and perfect.

b. Identification

Identification is identifying the receiver; the presenters have to analyze their audiences or viewers or consumers and the situation accurately, whether they are adult, teenager or children. By identifying them, the presenters will be able to show their product to the consumer easily. By identifying them, the advertiser will know what the appropriate words or concepts should be used. This technique is able to be seen at the Maybelline Baby Lips advertisement. The advertiser shows in her advertisement that express in the teenager girls situation. It identifies that Maybelline Baby Lips can be used for all teenager girls.

c. Suggestion

Suggestion is an effort to persuade or influence people to accept the certain conviction without giving a principle or logical belief to the persuaded people. Usually the persuader will give suggestion by words and intonation. The process of suggestion, however, such as direction that involves getting the consumer to accept the product without thinking an idea, belief or action. For example of this is L'Oreal Infallible advertisement. In this advertisement, the advertiser suggests the consumers who want to be healthy and sexy lips in easy way, they should consume L'Oreal Infallible.

d. Conformity

Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumer's condition. It involves attitude that taken by the

advertiser to adapt him with the condition (circumstances) or to do action for not arising strained situation. Conformity is usually also considered as an action that will bring positive influence up to progress. For example in the L'Oreal Sublime Mousse advertisement, the advertiser shows to the consumers that they should apply it in their hair to make their hair look gorgeous. This strategy is used to catch the consumers' attention and interest.

e. Compensation

Compensation is an action or a result from an effort to look for a substitute for something unacceptable or indefensible circumstance. In persuasion, the presenters can push the consumers to do an action that is wanted by the presenters by convincing them that they have ability to do what the presenters' spoken. Compensation can be seen in the Maybelline Baby Lips advertisement. In that advertisement there are group of teenage girls who does not use Maybelline Baby Lips and they seems not pretty, but when the model use it, she looks pretty and has fresh lips.

f. Projection

Projection is a technique to make something that had become the subject object. Something character of a person does not want to be recognized again as the nature or his character, but raise as to the nature and character of others. If a person is asked to describe someone who is not his favorite, he will attempt to describe good things about himself. Mistakes made by a person tossed to another person, that other person is doing. The example can be seen when someone is

asked to describe someone he loves, he will describe the bad of people but finally he will say that someone he loves does not have those criteria.

g. Displacement

Displacement is a process that attempts displacing an intention or a matter that faces obstacles, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection. The advertiser needs to compare their product with another product, and convince the consumer that their product is the best than the other.

2.3.3 Strategies of Persuasion

The meaning of Strategies of persuasive technique is discussing about the planning or the strategies of speaker to influence the other. According Aristotle (1954) the strategies of persuasion is divided into three parts.

1. Appeal to emotion

Appeal to emotion means that the speaker must have ability to control the emotion. The presenters should prepare the content of the persuasion that is suitable with the purpose intended. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking sprite. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you send money.

2. Showing Evidences

The meaning of logos is an appeal to logic or reason. Persuasion using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs. As we know Citrus fruit with flavors of fresh and nutritious. Beside rich in vitamins and minerals, this fruit also contain dietary fiber that is essential for the growth and development of the body. Compounds in sweet orange rich in vitamin C, potassium, and folid acid, may serve to inhibit cancer cells. In addition to fiber, yellow fruit also contains hesperidins which can reduce the risk of heart disease, prevent cholesterol, and lower blood pressure.

3. personal character of the speaker

The meaning of ethos is an appeal to credibility or character persuasion using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that pepsodent is the better than any other brand. That proofs this strategy suitable with customer. Because the statement is an example of this proven customer can trust most of the people already using and trusting the product to be consumed.

2.4 Nike Advertisement

2.4.1 Nike Overview

Nike Company engages in the design, development, marketing and sale of footwear, apparel, and equipment, accessories and services. Its athletic footwear

products are designed primarily for specific athletic use, although a large percentage of the products are worn for casual or leisure purposes. It focuses on Nike Brand and Brand Jordan product offerings in seven key categories: running, basketball, football, men's training, women's training, NIKE sportswear, and action sports. It also markets product designed for kids, as well as for other athletic and recreational uses such as baseball, cricket, golf, lacrosse, outdoor activities, football, tennis, volleyball, walking, and wrestling. The company sells a line of performance equipment under the Nike Brand name, including bags, socks, sport balls, eyewear, timepieces, digital devices, bats, gloves, protective equipment, golf clubs, and other equipment designed for sports activities. It also sells small amounts of various plastic products to other manufacturers through its wholly-owned subsidiary, NIKE IHM, Inc. Its reportable operating segments for the NIKE Brand are: North America, Western Europe, Central & Eastern Europe, Greater China, Japan, and Emerging Markets. The company wholly-owned subsidiaries include Converse Inc., which designs, markets and distributes casual footwear, apparel and accessories and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. The company was founded by William Jay Bowerman and Philip H. Knight in 1964 and is headquartered in Beaverton, OR

2.4.2 Slogan and Logo

Nike brand is popular with their slogan. Their slogan is “Just Do It”. Just Do It is a Nike advertising campaign turned trademark developed by independent ad agency Wieden + Kennedy in 1988. Since its inception, the slogan has

remained firmly in place as the sportswear company's key advertising slogan. The phrase was first coined by agency co-founder Dan Wieden in a company meeting. The meaning of this slogan is do it, when we want to reach dreams and success, we must do what we will do. Do not think about failure, just do what you want.

The swoosh logo is a graphic design created by Caroline Davidson in 1971. It represents the wing of the Greek Goddess Nike. Caroline Davidson was a student at Portland State University in advertising. She met Phil Knight while he was teaching accounting classes and she started doing some freelance work for his company. Phil Knight asked Caroline to design a logo that could be placed on the side of a shoe.

2.4.3 Nike Advertising

Nike advertising is one of the most effective emotional branding examples in the marketing world today. Their customer loyalty is off the charts, all thanks to the Nike brand strategy and masterful application of emotional branding. Today, we look at Nike's marketing strategy and how they use the centuries-old archetype of Heroism to tell their story.

2.5 Previous Study

In conducting this research, the researcher also influenced by the former researcher who had the same theme in their research. It is taken from It is taken from graduate student's thesis in Faculty of Humanity and Culture of the State Islamic University Malang, namely Fauzan entitled *Persuasive Strategies used in Slogan of Cigarette's Advertisement*. In his research, he observed the technique of

persuasion in slogan of cigarette's advertisement. Then he concluded that the slogan of cigarette's advertisement used persuasive strategies while promoting the product.

In the method research, he used qualitative descriptive approach to understand the persuasive strategies that he used. He used slogan of cigarette advertisement which are observed from the text of the slogan. He analyses the text of brochures based on Aristotle in concept of persuasive strategies

Based on the finding research persuasive strategy used on slogans of cigarette's advertisement can be divided into three categories, there is Ethos, Pathos and Logos.

Another relevant study, It is taken from graduate student's thesis in Faculty of Humanity namely Ika Safitri entitled *Persuasive Strategies of Commercial Advertisement on TIME Magazine*. The data are representative of commercial and non-commercial advertisement. The data analyzed descriptively depends on the strategies of persuasion used in advertisement by TIME magazine advertiser by exploring Keraf's theories.

Based on the finding research the writer finally found six kinds of persuasive strategies used on commercial and non-commercial advertisements, such as rationalization identification hypnotic, conformity, compensation and displacement.

Another previous study is from Lilis (2014) entitled A Discourse Analysis on persuasion tehniqe used in Smartfren advertisement. The data analyzed

descriptively depends on the technique of persuasion used in advertisement by Smartfren advertisement by exploring Guy Cook's theories.

The result of the analysis, the writer found that most of Smartfren advertisements combine pictures, music (Lyric), speech and writing in its commercials. The pictures almost show panorama and some facial close up. The songs are jingles of Smartfren Company. Then speech and writing in this commercials denote some persuasion techniques, they are: rationalization, identification, conformity, and suggestion. The combination of those modes evokes a certain effect to the viewer. Therefore, the way of applying persuasion techniques are supported by principle of persuasion, such as: personal character, ability to control emotion and showing evident. Those ways can be presented through certain pictures and music.

The previous study can really help the researcher to understand and to know more about persuasive technique. In this study the researcher uses Keraf's theory to analyze the types and using of persuasive technique by Nike Advertisement.

The differences between this research from the previous related studies on the detail of investigates and the subject of this research. The previous studies only explain about the types of persuasive techniques used in advertisement. But in my research, the researcher will investigate about the type and the strategies of persuasive techniques that used in Nike advertisement, although some researchers also explained about the strategies of company, but the researcher assumed that

every company have own strategies of persuasion technique to make their product well-known. Besides that, in advertisement area, there are not many researchers that have researched about persuasive technique in sport advertisement. Most of them have researched about cosmetic advertisement.



CHAPTER III

FINDINGS AND DISCUSSIONS

This Chapter provides research findings and discussions about persuasive Techniques used in Nike Advertisement. The purpose of this chapter is answering the research question based on the problem that have been written in chapter one. The researcher analyzed six Video commercial of Nike Advertisement on 2014. These titles of Video are *The Last Game*, *Winner Stays*, *Nike Air Zoom 18*, *Master of Air*, *Straight down the middle*, and *Modern Muscle*. The Researcher found that Nike Advertiser used all types of persuasive techniques by Gorys Keraf and used all strategies of persuasive techniques by Aristotle; there are Rationalization, Identification, Suggestion, Compensation, Displacement, Conformity, and Projection. While the Strategies are found like Personal character, Giving evidences, and appeal to emotion.

1.1 Types of Persuasive Technique used in Nike Advertisement

The Researcher found that Nike Advertiser used all types of persuasive techniques by Gorys Keraf theory. The more detail explanations about the types of persuasive techniques are used in Nike advertisement will be discussed in this part.

3.1.1 Rationalization

Rationalization technique is the use of mind process to give a justification for a certain problem. In this technique, the presenter or the advertiser needs only some statements as the proof to justify the product's quality and to give this

justification. The more detail explanation about rationalization can be seen in these examples:

Datum 1

The Last Game

- Hey what happen?
- Why are we all here?
- To make a stand, to save football**
- **We must rise up**
- There is no greater danger, than playing it safe**

This conversation is part of *The Last Game* advertisement. It happens between the original of football player, there are Ronaldo, Rooney, Neymar, Zlatan, Timmy, Iniesta, David and Ribery in a place like a cave. In this case Rooney and his friends were kidnapped by Ronaldo. He kidnapped his Friends to give a support to our team that has been loosed by the Clones. Ronaldo asks them for going to the top, and he showed some tools of football player which is produced by Nike Advertisement. Such as, apparel, shoes and other.

The first utterance is *to make a stand; to save football* that means they come together in that place is to build a support to fight the clones. It is included of Rationalization technique. From this statement, it justifies that the people must stand, must grow up when got the problem. This utterance can influence the spirit of consumer to grow up and stand up when they got a problem. Every problem has the solutions. The second bold utterance is *we must rise up*, which means that

if we have a big problem and we go down, we must rise up. This word influences the consumers when they got a loser, they must rise up, do never give up.

Datum 2

Nike Air Zoom 18

Nike Air zoom structure 18 is one of shoes brand which is designed by Nike Company. It is the new shoes product which is designed in 2014, this shoes is designed for runner people. The new feature make the runner is more comfortable using it. Tin this product using theme *stability* for the runner which can increase the speed of the people who use it.

Unshakable at high speed
Dynamic support slows pronation
Ultra-responsive Nike Zoom air

This advertisement, Nike Company introduced their new product; it is Nike Zoom structure 18 which is come as the real revolutionary form in the running. Nike air zoom structure 18 has a technology which supports the speed and stability while running. In this part of advertisement, the advertiser showed the new features in Nike Air Zoom structure 18.

There are some statements in the Nike Air Zoom structure 18 advertisement. Every statement has intended meaning to persuade or influence the consumer to be interested with the product. The 18th version of the beloved workhorse delivers stability and performance that are unshakeable at high speed. This statement *Unshakable at high speed* influence the consumer that Nike air

zoom structure 18 is unshakable which means when we are running at high speed, we will not fall and still can run at high speed. And it has a powerful effect. These new features automatically persuade the consumer, especially for the runner to buy Nike air zoom 18. *Unshakeable at high speed* will persuade and make the consumer convince that the shoes are giving powerful when running.

Rationalization technique also can be seen in the second statement, this statement is introducing the special feature of Nike Air Zoom. That is *Dynamic support slows pronation*. These shoes are also designed for the runner with the support and cushioning, innovative Dynamic Support system using foam wedges with different densities; it is to help slow the rate of pronation. Designer Nike Air Zoom Structure 18 add high-density foam into the existing system. The Dynamic Support system will help provide additional support and enhance a smooth transition when the foot runs at high speed. From this explain, it will catch the consumers' attention to buy Nike Air zoom. Reading the statement *dynamic support slows pronation* make the consumer feel curiosity with this feature of this product. When the people Feeling curiosity, they will try to know about the product, the way to knowing the product is buy it.

Reciprocally in the third statement, it also showed rationalization technique, *Ultra-responsive Nike Zoom Air* means that this shoes give the comfortable responsive to the runner, it make the runner feel comfortable when they run. Comfortable is being a chosen to consumer when they want to buy something. Nike air zoom 18 has ultra-responsive feature which make the user feel

comfortable when they use it. The word ultra-responsive will persuade the consumer to buy this product.

Datum 3

Nike Air Zoom 18

“The Nike Structure is the only shoe I’ve trained in since I started running, so it feels special to me to have input in the design of the new one,” Rupp said. **“I love the Nike Air Zoom Structure 18 because it hugs my foot in the right places, providing the support I need to go the distance. I was really surprised when I picked them up and felt how light they were. It’s like Nike found a way to magically shave a few ounces off, and because of that, I feel like I can run faster in them.”**

In the end of advertisement, Galen Rupp and Mary Cain gives a comment about Nike Zoom Air shoes 18. The Nike team worked closely with elite athletes such as 10,000m silver medalist Galen Rupp and 3,000m world junior champion Mary Cain for insights to bring the distinctive shoe across the finish line. Rupp, who runs nearly all of his 120 miles per week in the Nike Structure, said the Structure 18 gives him a more stable ride and feels faster all the way through his runs.

Based on the comment that are given by Galen Rupp is showed some persuasive technique to persuade the consumer. Rationalization technique can be seen in the speech used by Galen Rupp that is showed the statement to justify the quality of the Nike Zoom shoes Air 18. Galen Rupp stated that he had used Nike Zoom Structure 18 when he start running, Galen feels special to have input in the design of the new one. He feels comfortable and it support with his job as the runner which is needed stability. The advantages of using this shoes is also felt

Galen, he feels like can run faster in the running. It Justify the quality of the product and make the consumer is more convince is the best product.

Datum 4

Master of Air

Mexico City

All I talk is about sneaker all day, every day. Everything revolves around shoes. **It is an essential of my life.** Some people calling me obsessed. I would say it is passion. 100% passion. Imagine life without sneakers, we would have to walk around with some shoes man.

This circumstance tells about a story of man which is happen in Mexico City. He walked around the town city of Mexico using Air Max shoes. He tells that he uses sneaker every time and everywhere, until his friend stated that he is too obsession about sneaker, but he disclaimed about it, he said that he not obsessed but it is his passion. He showed many sneakers in his room that he was collected.

“It is an essential part of my life” is one of utterance which can persuade the consumer to be interested to sneakers, especially Air Max shoes; the utterance is included in Rationalization technique. It justify that the product has function for human life. It is very appropriate for people in the world, especially for sneakers. It also showed the quality of product until it can be part of his life. It is evidence that Air Max shoes are important for his life, till it make an essential part of life.

Datum 5

Master of Air

In 2010, I discovered my Air Max; I was drawn to the air capsule, the material. So I started buying the **shoe in very color**. I could find without realizing I'd become collector.

This scene is figured by a boy who had play skateboard using air max shoe. He used Air Max shoe since 2010. He has many shoes in every color, such as, black-white, red-black, red-white, blue-white and other. He had drawn up his shoes to the air capsule, the materials. He showed many shoes that he had.

The Nike Company is not only designed Air Max in little color, but air Max shoe is designed in every color, the advertiser give some variance color to be chosen by consumer. If some do not like to the certain color, they can choose another color. This tactic is included rationalization technique because the advertiser knows the consumer's needs.

Datum 6

Nike Vapor Irons: The Modern Muscle.

The unique characteristic of Nike Advertising is using the best sport player to catch the intention of consumer, in order they buy the product and they will be inspired with what the best sport player do. Nike Golf also used two the best golf player in the word to offer their product in the advertisement. They are Tiger Woods and Rory McIlroy. They are not only become the star advertiser, but also they have cooperate with Mike Taylor to design Nike Vapor Iron

Modern muscle is for the modern athlete. Tiger woods' insights dove **the creation of our latest iron innovation.**

This statement is in the opening of Nike Vapor Iron: Modern Muscle advertisement. Vapor Iron is an important tool to play Golf. It is a tool to throw the ball. Modern Muscle is a new designed Vapor Iron to make more innovative and comfortable to use. Tiger Woods who is also the designer of Nike Vapor Iron is the speaker in this advertisement, which introduces their new product that is the Modern Muscle.

Modern muscle for the modern athlete is the first utterance from this advertisement. Rationalization technique can be seen in this utterance which means that modern muscle is appropriate for the athlete Golf. It is really designed for modern athlete who wants to play golf. It can influence the consumer to buy the modern muscle as the tool of play golf. Because, it had been proved by Tiger woods a popular golf player and also the designer of modern muscle.

Datum 7

The Modern Muscle

And maybe we always start a project. Tiger had an impact pattern cosi dishonor and that's very common modern place. So on building what we call the modern model we wanted to you redistribute **mass towards to help center math actually way those insights are valuable** to us will not only that family a problem.

This concept of this advertisement is a man who is working in the factory. He is Tiger Wood who designed the modern muscle. He creates a new model of Vapor Iron. He also tells about the function and the feature in designing the vapor iron: modern muscle.

Rationalization technique is used in this part of advertisement. It is showed in the sentence “*to help center math actually way those insights are valuable*”. From this sentence it means that the modern muscle is very useful for us. It helps center math. it introducing special feature of the modern muscle, the new feature gives advantages to the player.

Datum 8

Straight down the middle

- Playing with him today, Wayne Rooney
- All right
- Yes
- Sorry
- Come on man
- It's Wayne Rooney
- Fore
- The Nike Ordem football. **Flight perfected**

This advertisement tells about the competition between Wayne Rooney and McIlroy. Wayne Rooney surprises Rory McIlroy at the first tee by bringing out the new Nike ordem Football. This match inspired by golf ball design, the Nike Ordem has unrivaled flight control through aerodynamic grooves.

Rationalization technique in the Nike Ordem Football is in the last statement that spoken by the speaker. *Flight perfected* means that the ball which is used has flight perfect. The Ball is called Nike ordem which is produced by Nike Company has unrivaled flight control through aerodynamic grooves. It showed when the Nike ordem fly bounced up and fell in the right place. It means that the ball that is used is very light in weight, it make the player kicks ball easily. After

seeing this Advertisement, the consumer will be interested to play Ordem Football and they also can be interested with the ball that is produced by Nike Company. From the explanation above it is included Rationalization technique. The advertiser only gives statement that proved the quality of product.

From these explanation above, Rationalization technique is mostly used in this advertisement, almost of this advertisement is using rationalization technique as tool to persuade the consumers. Rationalization technique is a technique that used by the advertiser to persuade the consumer by giving justification or on their problem and making statements as the authentication to justify that the quality of product is the best. The goal of this technique is to make the consumer belief and interested to buy this product. Almost of the advertisement that used by Nike advertiser is using rationalization technique. It can be seen in every advertisement in Nike used statement which giving justification or on their problem and making statements as the authentication to justify that the quality of product is the best. Nike Company is not only offering their product but also want to inspire the people to have spirit in their life, although big problem faced them. Rationalization is not only for justify the quality of the product but also give motivation and inspiration for the consumers

1.1.2 Identification

Identification is identifying the receiver; the presenters have to analyze their audiences or viewers or consumers and the situation accurately, whether they are adult, teenager or children. By identifying them, the presenters will be able to show their product to the consumer easily.

Datum 9

The Last Game

- Hey what happen?
- Why are we all here?
- To make a stand, to save football
- I like what **you** have done with the place
- The game that we love is dying
- The clones, they are killing it
- We must rise up and
- Sorry, Let me post this
- We all want to destroy the clones, but they're unbeatable
- Zlatan agrees.
- Nobody thinks they can be beaten
- But you, you can do it**
- I'm up for it
- Go Timmy,
- I mean all of you, together!
- remember what makes you great; **you are not afraid to take a risk**
- You** play like it's just a game
- They play like it's a job
- You** risk everything to win! Everything!
- There is no greater danger, than playing it safe

There are many words "you", such as *you can do it*, and *you risk everything*.

It means that this advertisement is made for all people. It is included **Identification technique**. The advertiser analyze their consumer is the people who love football very much, but, in general it is for all people who have problem, by watching this advertisement, they will be inspired to face the problem, although it has been big risk. Besides that, this advertisement can inspire the football player who get loser, to make a stand and never give up being a winner.

Datum 10

Winner stays

.Winner stays is one of Nike Commercial in 2014, Nike Company showed the advertisement which tell about the amateur football player which imagine themselves as professional football player. As usual, Nike Company still using short story movie in their advertisement. Nike also involved ten best football players in this advertisement, such as Ronaldo, Neymar and other. It tells about two groups of football player which want to match football. Every child imagines that they become their idol, and they have a match in Real Square.

Winner stays on lads?

If I winner Stays on, I guess I am Cristiano Ronaldo.

This conversation is in the first part. It show that there two group football player which consist of some boys that want to match football. It happens before they do a match. They talk and imagine that they are a professional football. The setting of place in this conversation is in the ordinary yard. But after every person imagines their idol football player the condition is changed.

In this case shows **identification** technique had been used in this advertisement. This advertisement was endorsed by the children and the sportspeople; it indicates that this advertisement is intended for children, teenager and adult. The goal of this short story movie is to inspire the children that they can do what their idol do, in other that, Nike Company want all people or the teenager in the world, feel that they have connection with their idol.

Datum 11

NIKE AIR ZOOM 18

Identification technique can be seen in the context of this part of advertisement. The advertiser identifies that Nike Zoom Air shoes 18 is for all people, especially for the runner. This shoes is designed with also designed for the runner with the support and cushioning, innovative Dynamic Support system using foam wedges with different densities; it is to help slow the rate of pronation.

Datum 12

Master of Air, Volume 1

This advertisement tells about the story or testimonial from some collectors of Air Max shoes. The concept of this advertisement is not dialogue or conversation but, it is monolog. For these collectors, Air Max is a way of life; it is a form of self-expression. Some collectors have amassed thousands of Air Max, while the other has some of the rarest collaborations ever released.

Las Vegas

So I am in the middle of moving. The lights will turn on automatically as we walk down. I think this is mostly air max.

This part is in the beginning of Air Max Vol.1 advertisement. In this part, the setting of this part is in the Las Vegas at night, there is a woman who drives a car, she turn down and walk into some shops. In this case it is showed her shoes was designed by Nike Company.

The advertiser targeted that this shoes is for women, because the presenter or the speaker is a woman. It can persuade to the women in the word that Air Max shoes is appropriately use for her.

Datum 13

DJ Wich
My air max story starts when I was a kid

This part is very short testimonial advertisement form DJ Wich, he just said that he had used Air Max since he was child. DJ Wich is a popular DJ in Mexico City, in this advertisement; he looks busy to clear up their VCD.

Based on the utterance and the context of speaker, there is **identification technique** used in this part of advertisement. Identification technique is the advertiser identifying the receivers or the consumers. DJ Wich is a famous Disk Jockey, he is not a runner or sportspeople but he also used Air Max Shoes, and he stated that he had used it since he child, it means that Air Max is for all aged. It can be used for children, teenager and adult.

Datum 14

Amsterdam

I got injured playing field hockey, I had to wear lightweight shoes that would give me stability. So I thought, I will start wearing air max again, no body wore them at the time, it was not really thing for girls, the more and more my family was like what are you wearing, what's that.

This circumstances tells about experience of a girl who got injured when she play field hockey. Therefore she decided to use Air Max. Usually, Air Max is

a shoe which is used for boy or man. Girl or woman is rarely used it. Because of she needs stability for walk or run, she will use it.

Identification technique also used by the Advertiser, they showed that the user of Air Max shoes is Chanica. The Air Max advertisement showed that Air Max shoes are not only for man or boy but also for girl or women. It is showed that Air Max shoes are unisex. It can be used for man and boy.

Suggestion

Suggestion is an effort to persuade or influence people to accept the certain conviction without giving a principle or logical belief to the persuaded people. Usually the persuader will give suggestion by words and intonation.

Datum 15

The Last Game

-You risk everything to win! **Everything!**

This utterance is spoken by Ronaldo to his friends with high intonation. Suggestion technique can be seen in the word "Everything". Everything means all of thing or totality, the word everything can change the mind of consumer. In addition, the speaker said the word everything with full of spirit high intonation. When the speaker says this word with high intonation, the listener will be influenced to do anything although it has been big risk. It also makes the consumer accept the product without thinking n idea

Datum 16

Winner stays

Winner stays on lads?

If I winner Stays on, I guess I am Cristiano Ronaldo.

The bold sentence is an utterance one of children player football. From this statement, it can be called **suggestion**, because it can give influence to the other children to imagine that they can be a people that they like. The advertiser try to persuade people without giving a principle, it can be seen when the children said *I guess I am Cristiano Ronaldo*. The speaker did not give principle to the audience but it can influence the audience to have a dream.

Datum 17

“Risk everything”

Risk everything is one of Nike Slogan that created by Nike company to make the people is more convince with this brand. Like the previous slogan “just do it”, “risk everything” also has implicit meaning to be investigated. The implicit meaning is for people who have big problem; they must solve it although it has big risk. In this advertisement, the slogan **risk everything** is in the end of commercial.

Suggestion technique is used in this statement. The advertiser gives statement to influence the consumer without giving principle. Usually, the advertiser uses high intonation to influence the consumer to be interested with their advertisement. In this case, the advertiser uses high intonation when say *risk everything*. It means to influence the consumer to be interested with their

advertisement. High intonation makes the consumer feel spirit and curiosity to buy the product. But in this case, not only the Nike product that is offered but it is mainly offered the noncommercial advertisement. It can give inspiring to the consumer that to face the problem although it has big risk.

Datum 18

AIR MAX 1 X PARRA

Many will recognize this shoe; many will wish they had it. An absolute rarity. **An absolute awesome color.** Classic.

This setting of this part in this advertisement is in a shop that it sells many Air max shoes, a big man pointed and took one of Air Max and showed to the consumer that the air max is rarity and awesome color; that is blue-orange.

Based on the utterance from the speaker, there are two types of persuasive techniques that used by advertiser, there are **suggestion technique**. Suggestion can be seen in the sentence “an awesome color” which means the advertiser wants to persuade the consumer to be interested with this product. *An awesome color* is make the consumer interested and wants to have it.

3.1.3 Compensation

Compensation is an action or a result from an effort to look for a substitute for something unacceptable or indefensible circumstance. In persuasion, the presenters can push the consumers to do an action that is wanted by the presenters by convincing them that they have ability to do what the presenters spoken.

DATUM 19

NIKE AIR ZOOM 18

“Light weight engineered-Mesh”

Compensation technique is also used in Nike Zoom Air. It is proved in the fourth statement that is *Light weight engineered-Mesh* which means the design also features a Nike engineered mesh upper with asymmetrical Nike Fly-wire cables that wraps the foot and provides support without bulkiness of previous models. Nike engineered mesh also improves comfort and breathability. Nike engineered mesh enables designers to precision engineer ventilation and lightweight support where needed most, improving comfort and breathability. The design of the structure 18 is quantum leap from past versions where designers revolution it from top to bottom. Based on the explanation above, the consumer will be interested with this shoe because it has a new design which makes the people who wear is trendier than before.

Datum 20

“The Nike Structure is the only shoe I’ve trained in since I started running, so it feels special to me to have input in the design of the new one,” Rupp said. **“I love the Nike Air Zoom Structure 18 because it hugs my foot in the right places, providing the support I need to go the distance. I was really surprised when I picked them up and felt how light they were. It’s like Nike found a way to magically shave a few ounces off, and because of that, I feel like I can run faster in them.”**

In the end of advertisement, Galen Rupp and Mary Cain gives a comment about Nike Zoom Air shoes 18. The Nike team worked closely with elite athletes such as 10,000m silver medalist Galen Rupp and 3,000m world junior champion Mary Cain for insights to bring the distinctive shoe across the finish line. Rupp, who runs nearly all of his 120 miles per week in the Nike Structure, said the

Structure 18 gives him a more stable ride and feels faster all the way through his runs.

Compensation technique can be seen in this advertisement. When Galen uses Nike Zoom Air 18, he felt how light he is. It's like Nike found a way to magically shave a few ounces off. It means that when Galen use this shoes he felt that the shoes is lighter, it can called compensation technique, because Nike Air Max Zoom 18 is more lighter than the other.

Data 21

Master of Air, Volume 1

Las Vegas

So I am in the middle of moving. The **lights will turn on automatically as we walk down**. I think this is mostly air max.

The utterance "*the lights will turn on automatically when we walk down*" will attach the consumer attention. It means that when we walk using Air max shoes. The lights will turn on automatically. Light in here means the light in shoes, it make the shoes is more beautiful and trendy. It includes **Compensation technique**, because it compensates the old shoes with Air Max Shoes. This case can influence the others to substitute their old shoes to Air max shoes.

Datum 22

Prague

We grew up here under communism and **there were no clothes that I liked. Then in 1990 the Air Max 90s were released.**

This part tells about a story in Prague on 1990, that all people in there were lived under communism. The speaker in this advertisement is a man, who also lives under communism, and he did not like all clothes that designed in Prague, the meaning of clothes is shoes. Finally in the end of 1990, he released Air Max shoes.

It is an action or a result from an effort to look for substitute something that unacceptable. Air Max Shoes compensates the old shoes which is not acceptable on 1990. Before Air Max released, most of people in there did not like the design of clothes include the sneaker. But after Air Max is released, they like the design of the new shoes. It means that the new shoes can compensate the old shoes. It make the consumer is interested to buy the Air Max.

Datum 23

AIR MAX 1 X PARRA

Many will recognize this shoe; many will wish they had it. An absolute rarity. **An absolute awesome color.** Classic.

This setting of this part in this advertisement is in a shop that it sells many Air max shoes, a big man pointed and took one of Air Max and showed to the consumer that the air max is rarity and awesome color; that is blue-orange.

Compensation also can be seen in this sentence, that is “an awesome color”. The meaning of awesome color is that the color of this shoe is looks very beautiful. It can substitute the ordinary shoes.

Data 24

The Modern Muscle

Modern muscle is for the modern athlete. Tiger woods' insights dove **the creation of our latest iron innovation.**

This statement is in the opening of Nike Vapor Iron: Modern Muscle advertisement. Vapor Iron is an important tool to play Golf. It is a tool to throw the ball. Modern Muscle is a new designed Vapor Iron to make more innovative and comfortable to use. Tiger Woods who is also the designer of Nike Vapor Iron is the speaker in this advertisement, which introduces their new product that is the Modern Muscle.

The second sentence showed **Compensation technique.** The sentences *the creation our latest innovation* means the muscle modern compensates the old traditional Vapor Iron that is created before it. The latest innovation makes the consumer more belief that this product is comfortable and up to date.

Datum 25

And maybe we always start a project. Tiger had an impact pattern cosi dishonor and that's very common modern place. So on building what we call the modern model we wanted to you redistribute **mass towards to help center math actually way those insights are valuable** to us will not only that family a problem.

There's always will be better

This concept of this advertisement is a man who is working in the factory. He is Tiger Wood who designed the modern muscle. He creates a new model of Vapor Iron. He also tells about the function and the feature in designing the vapor iron: modern muscle.

The last statement is showed **compensation technique**. *There will be better* sentence showed that modern muscle is better than the older. It compensate the traditional muscle become the modern muscle. It showed that modern muscle is substitute the old vapor iron

3.1.4 Displacement

Displacement is a technique that used by the advertiser to displace their emotion from thing to another thing. It is a technique that is used by the advertiser to make the consumers displace their emotion from one product to the other product.

Data 26

The Last Game

Displacement technique can be seen when the original player on the top of star in cave, they found some apparels which is produced by Nike Advertisement such as shoes, t-shirt, and sportswear. They looked very happy and have spirit to destroy the clones. They use it for the next match to destroy the clones. It showed that using apparels from the Nike Company, they can face the obstacles to destroy the enemies. In addition, before they find the new apparel from Nike Company the original player looks very sad, after they find it, they look very happy.

Datum 27

“The Nike Structure is the only shoe I’ve trained in since I started running, so it feels special to me to have input in the design of the new

one,” Rupp said. **“I love the Nike Air Zoom Structure 18 because it hugs my foot in the right places, providing the support I need to go the distance. I was really surprised when I picked them up and felt how light they were. It’s like Nike found a way to magically shave a few ounces off, and because of that, I feel like I can run faster in them.”**

In the end of advertisement, Galen Rupp and Mary Cain gives a comment about Nike Zoom Air shoes 18. The Nike team worked closely with elite athletes such as 10,000m silver medalist Galen Rupp and 3,000m world junior champion Mary Cain for insights to bring the distinctive shoe across the finish line. Rupp, who runs nearly all of his 120 miles per week in the Nike Structure, said the Structure 18 gives him a more stable ride and feels faster all the way through his runs.

Displacement technique can be seen in this advertisement. When Galen uses Nike Zoom Air 18, he felt how light he is. It’s like Nike found a way to magically shave a few ounces off. it means that when Galen use this shoes he felt that the shoes is lighter, it can called compensation technique, because Nike Air Max Zoom 18 is more lighter than the other. When Galen uses this shoe he feels trendier then before, it can be called Displacement technique. Both of the technique can persuade and influence the consumer to make it, because every people certainly want to have trendy shoes.

3.1.5 Conformity

Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumer’s condition. It involves attitude that taken by the

advertiser to adapt him with the condition (circumstances) or to do action for not arising strained situation.

Datum 28

Winner stays

Conformity technique is used in this advertisement, it can be seen when the children shows that they use shoes which is produced by Nike. It is similarity with the shoes that used by their idol. They feel confident and optimize that they can win using Nike shoes like their idol which has won in some matches. This action can influence the consumer to buy the product because it has similarity with the sportspeople. Having similarity thing with the idol make the people is proud what they have.

Datum 29

LONDON

This is on 94 with my air max 94's on. BW's the first BW's. **If you had cool shoes, you are in the cool club**

It is a second collector who tells about a man who showed some photos, those photos are on 1994 which showed a boy used Air Max. He memorized that he had used Air max shoes since children.

based on the utterance and the context, **Conformity technique** is used in this case. Conformity is the skill of advertiser to influence the people by taking same condition with them. It can be seen in the last utterance. There is *if you had cool shoes, you are in the cool club*. From this utterance, it will give influence to

the consumer; the consumer will be interested to have Air Max Shoes because if they have these shoes, they will be in the cool club. The advertiser uses action to make the consumer that using Air Max shoes is similar with the other people in the cool club.

3.1.6 Projection

Projection is a technique to make something that had become the subject object. Something character of a person does not want to be recognized again as the nature or his character, but raise as to the nature and character of others.

Datum 30

NIKE AIR ZOOM 18

Stability has never been faster

Projection technique can be seen in the last statement. That is *stability has never been faster*. Projection is a technique to make something that had become the subject object. The sentence stated that the stability has never been faster, but the advertiser wants to provide that Nike Zoom Air 18 gives a more stable ride and feels faster all the way through their runs. It also provides that meaning of stable is not slow, when the people run stability, they will get faster than running instability.

From the explanation above, we can conclude that Rationalization technique is mostly used in the advertisement. It can be seen in every data used Rationalization to influence consumer. The advertiser persuades the consumer by giving justification on their problem, making statement as the proof to justify the

product's quality. Based on the research analyze, it assumed that with the strong statement can make the consumer will be interested to the advertisement.

3.2 Strategies of persuasive technique used in Nike Advertisement

This research used Aristotle's theory which stated that there are three persuasive strategies. The researcher found three strategies used in Nike advertisement, there are personal character, appeal to emotion and giving evidence.

3.2.1 Personal Character

Personal Character of the Speakers is one of the fundamentals in persuasion. Persuasion will succeed if the consumers know the speakers. Consumers can know the personal character of the speakers from their capability and style in speaking, diction, theme, and other. All of these are from the scenario of the advertiser. It can see the example from the advertisement of Nike Company. Almost of Nike Advertisement is using popular sport people to introduce their advertisement. Like, Cristian Ronaldo, Zlatan, Wayne Rooney, and other. All of the consumers in every country know that all of them are public figure, and sport people. So, it can make easier for sport people to persuade consumers. The advertiser assumes that the consumers will persuade from their performances, because the consumers assume that popular sport have good personality, have many capability, and absolutely good looking.

Datum 31

The Last Game

The last game is a story about risky football versus safe football. The scientist and the clones want to prove that riskless football is more effective. Ronaldo Fernando and the original players disagree, and they are willing to risk everything to prove the scientist wrong. There is only one way to know who is right. The last game using three dimension animations to make this advertisement is interesting and unique. As usual, Nike Company using the animation of great sportspeople to make it becomes interested. It involved Cristiano Ronaldo, Wayne Rooney, Neymar Junior, Zlatan Ibrahimovic, Andres Iniesta, David Luiz, Franck Ribery, Tim Howard, and Ronaldo Fenomeno. Besides that, Nike Company also promote their product, that is shoes and apparel which is found by Ronaldo and his friend, after using it, they win the match.

This conversation is part of the last game advertisement. It is happen between the original of football player, there are Ronaldo, Rooney, Neymar, Zlatan, Timmy, Iniesta, David and Ribery in a place like a cave. In this case Rooney and his friends were kidnapped by Ronaldo. He kidnapped his Friends to give a support to our team that has been loosed by the Clones. Ronaldo asks them for going to the top, and he showed some tools of football player which is produced by Nike Advertisement. Such as, apparel, shoes and other.

One of the characteristic Nike Advertisement is using best football player in commercial. Although in this advertisement only uses animation to show the characteristic of original player. But it is the way to catch the viewer's attention

and their interest with their product and advertisement. The reason why the advertiser using best football player like Cristiano Ronaldo, Zlatan, Wayne Rooney, and others as the main character in this short story of Nike Advertisement is because of their personal character. Almost of people who like football know about them. They become an idol of football lover. Usually, people who idolize someone will follow the product that the idol used. For example in this case, Ronaldo is using shoes which produced by Nike Company, it make his fans follow using shoes produced by Nike Company in order to make similarity with their idol. In this advertisement Cristiano Ronaldo and his friends also use persuasive language advertisement. They catch consumers' attention and make them use the same product, which has been used by their idol.

Datum 32

Winner stays

.Winner stays is one of Nike Commercial in 2014, Nike Company showed the advertisement which tell about the amateur football player which imagine themselves as professional football player. As usual, Nike Company still using short story movie in their advertisement. Nike also involved ten best football players in this advertisement, such as Ronaldo, Neymar and other. It tells about two groups of football player which want to match football. Every child imagines that they become their idol, and they have a match in Real Square.

The strategy that the Nike Advertiser use for winner stays is **Personal Character and appeal to credibility**. The advertiser using it to convince the

consumer, that the Nike Company is more reliable, honest, and credible. Usually, the advertiser from the other company only uses one or two the popular sport player, but in *Winner stays*, the advertiser uses ten popular sports people in the world to convince the consumer that the product that they are offered is also used by the popular sport people. Like Cristiano Ronaldo, Andrea Pirlo, Wayne Rooney, Neymar Jr, Iniesta, Ibrahimovic, Mario Goetze, and others. Not only that, there are Kobe Bryant, Jon Anes, Anderson Silva, Irina Shayk and Cameo. All of them are the popular person in the world; they have good Image, good looking and others. They also using the T-shirt that produced by Nike. It convinces and influences the consumer to buy the apparel from Nike Company.

Datum 33

“The Nike Structure is the only shoe I’ve trained in since I started running, so it feels special to me to have input in the design of the new one,” Rupp said. “I love the Nike Air Zoom Structure 18 because it hugs my foot in the right places, providing the support I need to go the distance. I was really surprised when I picked them up and felt how light they were. It’s like Nike found a way to magically shave a few ounces off, and because of that, I feel like I can run faster in them.”

The strategy used By Nike air zoom is **Personal Character**, The advertiser used Galen as the speaker of the advertisement. Galen is a runner world who had used Nike Zoom air 18 since he started running. He state that he feel comfort and have stability when he running. He convinces the consumer to use Nike Zoom Air too like him. He has good character, great self-confident to speak about Nike Zoom Air. It makes the consumer believe what he said.

Datum 34

Master of Air, Volume 1

This advertisement tells about the story or testimonial from some collectors of Air Max shoes. The concept of this advertisement is not dialogue or conversation but, it is monolog. For these collectors, Air Max is a way of life; it is a form of self-expression. Some collectors have amassed thousands of Air Max, while the other has some of the rarest collaborations ever released.

The strategies that are used by the advertiser are **personal character**. All of this part in this advertisement is using testimonial from the speaker who has a good character. All of them are told about their experience about Air Max and them. It is one of strategy that used to convince the consumer to believe that the speaker said.

Datum 35

The Modern Muscle

The unique characteristic of Nike Advertising is using the best sport player to catch the intention of consumer, in order they buy the product and they will be inspired with what the best sport player do. Nike Golf also used two the best golf player in the word to offer their product in the advertisement. They are Tiger Woods and Rory McIlroy. They are not only become the star advertiser, but also they have cooperate with Mike Taylor to design Nike Vapor Iron

Modern muscle is for the modern athlete. Tiger woods' insights dove the creation of our latest iron innovation.

The advertiser used some strategies to convince the consumer. **Personal character** is used in Vapor Iron; Muscle modern. The unique characteristic of Nike Advertising is using the best sportspeople to catch the intention of consumer, in order they buy the product and they will be inspired with what the best sport player do. Nike Golf also used two the best golf player in the world to offer their product in the advertisement. They are Tiger Woods and Rory McIlroy. They are not only become the star advertiser, but also they have cooperate with Mike Taylor to design Nike Vapor Iron. It gives influence to the consumer especially the sport people to buy.

Datum 36

Nike Ordem Football: straight down the middle

There are some persons who involved in this advertisement, like Wayne Rooney and McIlroy and some other persons. This is the strategy of advertiser to persuade consumer. The advertiser uses famous sport people who have good looking, good skill when showing the products. Performance of some persons in Nike Ordem Football is the way to present the product and appropriate words in speaking can also influence personal character of the speaker.

3.2.2 appeal to emotion

The second part of fundamentals persuasion is putting the audience into a certain frame of mind (ability to control emotion) which means that the advertiser lets the consumers involve in the advertiser's scenario. If the advertiser succeeds in this way, the advertiser' product will be successful in the advertisement market.

Datum 37

The Last Game

Context

This conversation is part of the last game advertisement. It is happen between the original of football player, there are Ronaldo, Rooney, Neymar, Zlatan, Timmy, Iniesta, David and Ribery in a place like a cave. In this case Rooney and his friends were kidnapped by Ronaldo. He kidnapped his Friends to give a support to our team that has been loosed by the Clones. Ronaldo asks them for going to the top, and he showed some tools of football player which is produced by Nike Advertisement. Such as, apparel, shoes and other.

Based on the context, the advertiser uses **appeal to emotion** as their strategy. They can control the emotion of audience. There are two types of emotion that they used. There positive emotion and negative emotion. Negative emotion can be seen when the original football player is looser, the original player do not allow become football player again. They become a seller book, a tailor, a fisher and other. In this Case the consumer felt sad, fear and bad feeling. But after Christiano Ronaldo bring them to a secret place and showed them many apparels of football player which is designed by Nike Company and Finally they can destroy the Clones, the advertiser success to move the consumers' emotion; from sadness to be happiness

3.2.3 showing evidence

Giving evidences are also needed in this fundamental of persuasion. Evidences are needed in showing to consumers that this advertisement is surely true and evidences are needed to make successful in persuading consumers.

Datum 38

The Last Game

Showing some evidence is also needed. In this advertisement, the advertiser gives some evidence to make the consumer believe with their advertisement. It can be seen when the original player can win the match and destroy the clones. It showed that using Nike shoes in match make them become the winner. Additionally, the people must rising up when get down. With the new spirit, optimistic and togetherness the people will face the problem.

Based on the explanation above, the strategies that mostly used by Nike Advertiser is personal character. Personal character is the best strategy that is applied in Nike advertisement. One of the uniqueness characteristic of Nike advertisement is always using best sportspeople in the world, like Cristiano Ronaldo, Zlatan, Wayne Rooney and others. Usually, the other advertiser only using one or two people to offer their product, but Nike advertisement used more than ten best sportspeople in the world.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

In this chapter, the researcher consists of conclusions and suggestions deal with the finding of study. Suggestions are recommended for the next researchers, who are interested in doing the future research in this area.

4.1 Conclusions

According to the data finding and discussion in chapter three, the researcher concludes that in this modern era many company used persuasive technique to persuade or customer to buy this product, not only for buying the product, Nike advertisement also persuade the consumer to do what will they do. Nike advertisement persuades the people by inspiring them with the short movie that is created by advertiser. In persuade the customers can be seen from model utterance and context of the advertisement.

The finding of this research is types of persuasive technique that used in Nike advertisements. The researcher found that Nike advertisement using all types of persuasive technique according to Gorys Keraf theory. There are seven techniques that the advertiser used; such as Rationalization, identification, compensation, displacement, suggestion, conformity and projection. Rationalization technique is mostly appearing in Nike advertisement. It showed that Nike advertisement is justifying the quality of product and service. Besides that, using rationalization technique, Nike advertiser gives statement that can inspire to all people in the world.

The researcher also found some strategies that used in Nike advertisement according to Aristotle' theory, they were: (1) the personal character of the speakers; (2) the presenters' ability in controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences. From these strategies that used in Nike advertisement, Appeal to personal character is the best strategy that applied in their advertisement. One of the uniqueness characteristic of Nike advertisement is always using best sportspeople in the world, like Cristiano Ronaldo, Zlatan, Wayne Rooney and others. Usually, the other advertiser only using one or two people to offer their product, but Nike advertisement used more than ten best sportspeople in the world. It is the best strategies that used in Nike Company.

The persuasive languages used to justify the product's quality are clear, simple, informative, and convincing. It makes the consumers interested in the product. In addition, the justification is used to control the consumers' emotion; it is hopefully that they can be persuaded rationally after receiving the argument.

4.2 Suggestions

Persuasive techniques are needed in human life, especially in advertisement. It will help the advertiser to promote product in company. Without persuasive techniques a company have difficult to promote their product. Furthermore, this research has many weaknesses. The researcher intended to take the type and strategy persuasion by Nike company to be subject of the research. The scope of this research is also limited, it is very difficult to the researcher for wrote about techniques of persuasion in all aspect. Therefore, the researcher hopes

that people who are interested in discourses field are challenged to continue this research better. The researcher suggests to the next researcher have research such this topic in other and more aspects of techniques of persuasion. Finally, the researcher hope this researcher can give a beneficial contribution to people and reader especially to the researcher who will conduct a research with the same topic as this research by using other theories that more complete and better.



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APPENDIX

The last game

The scientist

- Flawed, seventy six percent probability of missing the target
 - Reckless, fifty percent chance of failure
 - And this? It is not acceptable way to arrive at training
 - Even the greatest players of our time make mistakes
 - They take too many risks
 - After all, they are only human
 - But how if they weren't?
 - I give you the future of football
 - "our clones"
 - Flawless decision-making guaranteed result, it is the people want.
 - Football just changed, forever
-
- Then, cloning basket ball risk nothing with perfect lebron
 - Before, perfect Inc. football was a wild and not predictable. I've changed that
 - What do you think happened to the originals?
 - You mean, what are they doing and where are they now?
 - Who cares!
-
- I am Zlatan, I am Zlat. . look, I am zlatan! I wa zlattan
 - Wow- does the manager know about it?
 - Let me guess!! Same as last week?
 - Are you sure do not want a perm?
 - Are you kidding me?
-
- Hey what happen?
 - Why are we all here?
-
- To make a stand, to save football
 - I like what you have done with the place
 - The game that we love is dying
 - The clones, they are killing it
 - We must rise up and,
 - Sorry, Let me post this
 - We all want to destroy the clones, but they're unbeatable
 - Zlatan agrees.
 - Nobody thinks they can be beaten
 - But you, you can do it
 - I'm up for it

- Go timmy,
 - I mean all of you, together!
 - remember what makes you great, you are not afraid to take a risk
 - You play like it's just a game
 - They play like it's a job
 - You risk everything to win!!! everything
 - There is no greater danger, than playing it safe.
-
- It's official, the originals are back and they are challenging the clones to a sudden death, winner take all game!
 - If they lose, they say they will quit the game forever
 - The question is, how will they beat the perfect clones?
 - Watch your step
 - It's the biggest match on the planet
 - The world is watching
 - First goal wins
 - No second chance
-
- I'll take that
 - There's no greater danger, than playing it safe
 - Ah ha! Coming through
 - No... it's too easy
 - That's better
 - Goalllll

Winner Stays

- Let's go play
- Let's do this, yeah?
- Winner stays on?
- Winner stays on lads?
- If I winner stays on, I guess I'm Cristiano Ronaldo then
- Yeah, well, I'm Neymar
- Rooney!!!
- Zlatan
- Higuaian
- Hazard
- Neymar would never do that
- 1-nil and the crowd goes wild
- So, I have 50.000 fans screaming my name
- But not her!
- Well, I have boots that aren't even out yet!
- Neymar is going strong, beautiful move.

- Gets past two guys
- Gets past a crowd of defenders, pique arrives!
- The challenge perfectly timed
- David luiz
- You don't like david luiz
- That's an ugly wig
- Iniest-q
- You mean iniest A
- Moreover, moreover
- Zlatan thinks that. Zlatan take it out
- Pirlo
- I'm glad that's not me
- It's a good header though
- Get back, come on, come on
- Hulk
- You can not be the hulk
- Push on
- It goes straight to wayne rooney
- The Englishman has scored into the top corner
- The next goal win
- Thiago silca in the field of attack
- Cristiano ronaldo
- Cristianp beautiful pass go, kid, go
- He's going to do it
- David luiz gets there
- That could be a penalty
- Penalty, penalty, oui oui
dive!penalty!dive! jones! Silva
- They are going to give the penalty
- Its cristiano ronaldo
- But hold on a second
- Who is the guy
- He's taking the ball off cristiano ronaldo
- Risk everything

Nike Ordem Football

- Playing with him today, wayne rooney
- All right
- Yes
- Sorry

- Come on man
- It's wayne rooney
- Fore
- The nike ordem football. Flight perfected

Nike Air Zoom 18

- Unshakable at high speed
- Dynamic support slows pronation
- Ultra-responsive Nike Zoom air
- Light weight engineered-Mesh
- Stability has never been faster

Galen Rupp

- The Nike Structure is the only shoe I've trained in since I started running, so it feels special to me to have input in the design of the new one,
- I love the Nike Air Zoom Structure 18 because it hugs my foot in the right places, providing the support I need to go the distance. I was really surprised when I picked them up and felt how light they were. It's like Nike found a way to magically shave a few ounces off, and because of that, I feel like I can run faster in them.

MASTER OF AIR MAX

Las Vegas

So I am in the middle of moving. The lights will turn on automatically as we walk down. I think this is mostly air max.

LONDON

This is on 94 with my air max 94's on. BW's the first BW's. If you had cool shoes, you are in the cool club

Mexico City

All I talk is about sneaker all day, every day. Everything revolves around shoes. It is an essential of my life. Some people calling me obsessed. I would say it is passion. 100% passion. Imagine life without sneakers, we would have to walk around with some shoes man.

DJ Wich

My air max story starts when I was a kid

Prague

We grew up here under communism and there were no clothes that I liked. Then in 1990 the Air Max 90s were released.

Amsterdam

I got injured playing field hockey, I had to wear lightweight shoes that would give me stability. So I thought, I will start wearing air max again, no body wore them at the time, it was not really thing for girls, the more and more my family was like what are you wearing, what's that?

I just wanted to wear them more. Air Max is my first love, it is just my sneakers. For me it is really the nicest shoe ever made.

In 2010, I discovered my Air Max; I was drawn to the air capsule, the material. So I started buying the shoe in very color. I could find without realizing I'd become collector.

AIR MAX 1 X PARRA

Many will recognize this shoe; many will wish they had it. An absolute rarity. An absolute awesome color. Classic.

Nike VAPOR IRONS: THE MODERN MUSCLE

Modern muscle is for the modern athlete. Tiger woods' insights dove the creation of our latest iron innovation.

TIGER WOODS

And maybe we always start a project. Tiger had an impact pattern cosi dishonor and that's very common modern place. So on building what we call the modern model we wanted to you redistribute mass towards to help center math actually way those insights are valuable to us will not only that family a problem.

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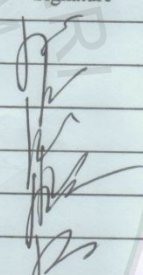
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