

Persuasive Techniques Used in Apple Inc. Advertisement

THESIS

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ENGLISH LANGUAGE AND LETTERS DEPARTMENT

FACULTY OF HUMANITIES

MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY

MALANG

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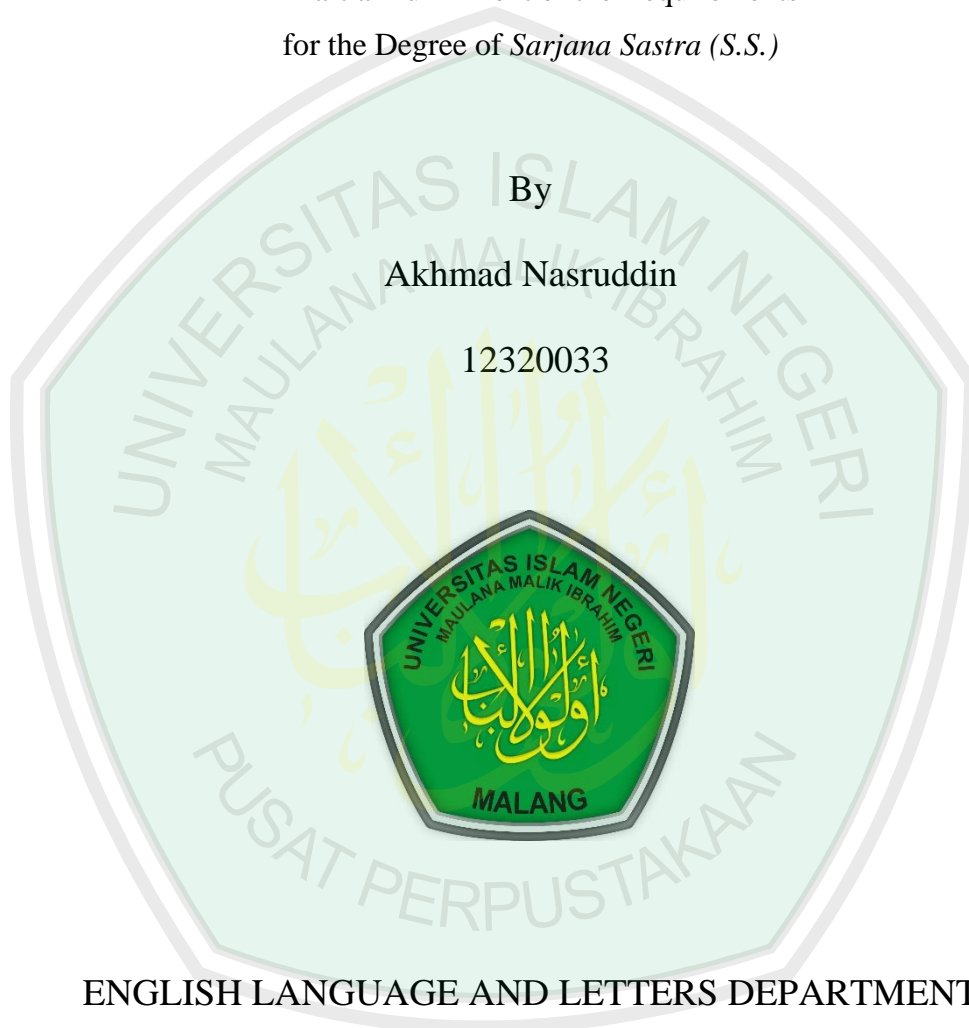
In Partial Fulfillment of the Requirements

for the Degree of *Sarjana Sastra (S.S.)*

By

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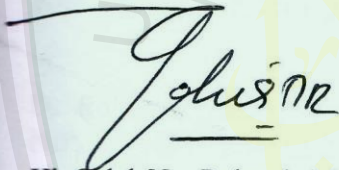
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APPROVAL SHEET

This is to certify that Akhmad Nasruddin thesis entitled *Persuasive Techniques Used in Apple Inc. Advertisement* has been approved by thesis advisor for further approval by the Board of Examiners.

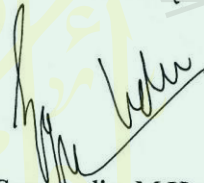
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LEGITIMATION SHEET

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STATEMENT OF AUTHENTICITY

I declare that this thesis entitled *Persuasive Techniques Used in Apple Inc. Advertisement* is truly my original work to accomplish the requirement for the degree of *Sarjana Sastra* (S.S) in English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University, Malang. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to this act, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, June 21st, 2016



Akhmad Nasruddin

MOTTO

“C’est la vie, do it now!”

(Yogie Ariyanto Prasetya)



DEDICATION

I DEDICATED THIS THESIS TO MY BELOVED FAMILY, FRIENDS AND EVERYONE WHO HAD CONTRIBUTED TO THE COMPLETION OF THIS STUDY.




ACKNOWLEDGEMENT

First, the researcher wants to express her gratitude to Allah Almighty for the grace so that this study can be completed as requirement of achieving undergraduate degree. Shalawat and salam are also delivered to the great Prophet Muhammad SAW who has brought Islam as Rahmatan Lil 'Alamin. Subsequently, the researcher wants to express his deepest gratitude to his supervisor, Hj. Galuh Nur Rohmah, M.Pd., M.Ed. who has given guidance, suggestion, correction, and patience. Moreover, the researcher also wants to express his gratitude to people who have contributed to the completion of this study.

Those great people are my beloved parents, Nurkholiq and Yayuk Khisbiyah Wiryaningsih. And for my beloved brother and sisters, Muhammad Hizbullah Abrori, Amiroh Nur Amalia, and Nisrina Izzatur Rizqiyah. It is also for my best partner, Yogie Ariyanto Prasetya, Rachmad Septiawan, all biners, SPBU17, moklet crews, my go-beast friends, and my favorite spot, Warung Surya. Then, it is for all people whom I cannot mention one by one who have given me much hospitality during the process of my study until finishing my thesis. Finally, the researcher hopes that this study will be useful for the readers especially for students majoring in linguistics.

Malang, June 21st, 2016



Akhmad Nasruddin

ABSTRACT

Nasruddin, A. 2016. *Persuasive Techniques Used in Apple Inc. Advertisement*, Thesis, English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

Keywords: Advertisement, Discourse Analysis, Persuasive Technique, Apple Inc.

This research investigates persuasive technique used by Apple Inc. advertisement. This research involves advertisements from three Apple Inc. products. The data are obtained from video commercial presented by Apple Inc. on the internet, specifically at youtube.com. The data are analyzed descriptively depend on the techniques of persuasion used in advertisements presented by Apple Inc. The researcher explores the data by using Gorys Keraf theory. The kinds of techniques of persuasion are indicated from the voice over that is uttering or stating phrases or sentences in the video commercial. The findings of this study showed that the types of persuasive technique that are used in Apple Inc. are rationalization, identification, suggestion, conformity, displacement, and also projection. The mostly used technique in Apple Inc. advertisement is projection technique. Therefore, the advertiser in Apple Inc. advertisement frequently changes a subject becomes an object which those are kinds of how projection technique works. Finally, the researcher suggests to the next researchers that to get the data, not only in a video commercial, but also in their printed version, so it will be more comprehensive in a study that related to this field.

ملخص

نصر الدين. ٢٠١٦. تقنيات مقنعة المستخدمة في شركة أبل إعلان، الرسالة، اللغة الإنجليزية وقسم الأداب، كلية العلوم. الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. مستشار: الحاج. جله نور ماجستير. رحمة، م.بد

كلمات البحث: الإعلان، وتحليل الخطاب، وتقنيات مقنعة، شركة أبل

هذا البحث يتحرى تقنية مقنعة المستخدمة عن طريق الإعلان شركة أبل. يتضمن هذا البحث الإعلانات من ثلاثة منتجات شركة أبل. ويتم الحصول على البيانات من تجاري الفيديو المقدمة من شركة أبل على شبكة الإنترنت، وتحديدًا على يوتيوب.كوم. ويتم تحليل البيانات وصفا تعتمد على تقنيات الإقناع المستخدمة في إظهار. الإعلانات المعروضة من قبل شركة أبل الباحث يستكشف البيانات باستخدام نظرية جريس كرف إلى أنواع من أساليب الإقناع من صوت على هذا هل النطق أو تفيد العبارات أو الجمل في التجاري الفيديو. أظهرت نتائج هذه الدراسة أن أنواع تقنية مقنعة التي يتم استخدامها في شركة أبل هي الترشيح، وتحديد، اقتراح، بما يتفق والتهجير، وأيضا الإسقاط. هذه التقنية تستخدم في الغالب في إعلان شركة أبل هي تقنية الإسقاط. ولذلك، فإن المعلن في إعلان شركة أبل في كثير من الأحيان يتغير موضوع يصبح جسم تلك هي أنواع كيفية عمل تقنية الإسقاط. وأخيرا، يشير الباحث إلى الباحثين المقبل أن الحصول على البيانات، وليس فقط في المجال التجاري الفيديو، ولكن أيضا في النسخة المطبوعة، لذلك سيكون أكثر شمولا في دراسة المتعلقة بهذا المجال

IKHTISAR

Nasruddin, A. 2016. Teknik persuasif yang digunakan di iklan Apple Inc., Skripsi,
Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora,
Universitas Islam Negeri Maulana Malik Ibrahim Malang.
Pembimbing: Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

Kata kunci: Iklan, Analisis Wacana, Teknik persuasif, Apple Inc.

Penelitian ini meneliti teknik persuasif yang digunakan oleh iklan Apple Inc. Penelitian ini melibatkan iklan dari tiga produk Apple Inc. Data diperoleh dari video komersial yang disajikan oleh Apple Inc. di internet, khususnya di youtube.com. Data dianalisis secara deskriptif tergantung pada teknik persuasif yang digunakan dalam iklan yang disajikan oleh Apple Inc. Peneliti mengeksplorasi data dengan menggunakan teori Gorys Keraf. Jenis teknik persuasif ditunjukkan dari voice over yang mengucapkan atau menyatakan frasa atau kalimat dalam iklan video. Temuan penelitian ini menunjukkan bahwa jenis teknik persuasif yang digunakan di Apple Inc. adalah rasionalisasi, identifikasi, sugesti, konformitas, perpindahan, dan juga proyeksi. Teknik yang paling banyak digunakan di iklan Apple Inc. adalah teknik proyeksi. Oleh karena itu, pengiklan di Apple Inc. sering merubah subjek menjadi objek yang dalam hal ini adalah cara bagaimana teknik proyeksi bekerja. Akhirnya, peneliti menyarankan para peneliti berikutnya untuk mendapatkan data, tidak hanya dalam sebuah iklan video, tetapi juga dalam versi cetak mereka, sehingga akan lebih komprehensif dalam studi yang berkaitan dengan bidang ini.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

This study investigates the persuasive techniques used in Apple, Inc. advertisement. Persuasive technique is a form of rhetoric. It is an act that communicatively carries out that an audience can be persuaded. Gorys Keraf (2001:3) stated that rhetoric means the use of language as an artistic technique, both oral and written are based on a well-structured knowledge. In the context of the statement, there are two important aspects that people should know about rhetoric; knowledge about language and its use and knows the object that will be the target of language's user. In case of language study, the use of language is the study of discourse analysis.

This study deals with persuasive techniques that are used in video commercial, specifically in Apple, Inc. advertisement. The researcher investigates advertisement because it will sharpen the knowledge of how a company promotes their product through video commercial. In addition, not only the researcher but all people who are interested in this topic will also get the benefit of this study. There are three benefits that the reader can take from this study. First, it will introduce the reader about the use of persuasive techniques in the informatics technology company's advertisement, specifically one of the well-known company, Apple, Inc. Second, it can become an example of research in discourse analysis field, especially in the study of persuasive techniques. Further, by reading this study, the reader will

gain a lot of understandings in how to promote their product and service through internet or television effectively by using the appropriate language.

There are some theories for analyzing persuasive techniques in a certain phenomenon. However, in this study, researcher applies the Gorys Keraf's theory of persuasive techniques. The researcher chooses this theory, because the object of this study is an advertisement and the theory that fit with this field is Gorys Keraf's theory. Furthermore, Keraf's theory of persuasive techniques divided into seven elements, there are rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

The seven elements of persuasive techniques that have presented above are chosen for analyzing the advertisement from the informatics technology company. For shaping the knowledge of the researcher in the informatics technology world, especially in the way an IT company promotes its product, Apple Inc. is taken as the object of this study. In addition, it is also because in society their products are well-known as a high class and premium quality product, which makes the price of their products are categorized in the expensive product. However, although the prices of their products are expensive, they are able to make their buyers are still buying their product, the fact that the researcher is, nowadays, the number of buyers continued to increase, particularly in Indonesia. In promoting their product in Indonesia, Apple Inc. uses a video commercial and puts it in youtube.com as a popular video search-engine in Indonesia. From the fact that the researcher found, the researcher is interested to do an investigation in this company's advertisement.

There are some other researchers who have also explored the use of persuasive technique on advertisement. Cahyani (2014) analyzed persuasion technique in smartfren advertisement. She used Guy Cook and Gorys Keraf theory to support her investigation. Based on her analysis, it was found that Smartfren advertiser used several techniques of persuasion on their commercial. They are: rationalization, identification, suggestion, and conformity. Furthermore, in the use of persuasion techniques, Smartfren advertiser used several ways to persuade people. Such as: (1) the personal character of the speakers; (2) the ability in controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences. The advertiser also uses some appeals to support a persuasion act, such as: feature appeal, competitive appeal, news appeal, price appeal and popular appeal.

Zulkifly and Firdaus (2014) explored persuasion and the online consumers by investigating copywriting strategies in native advertisement. The researchers use AIDA model of advertisement. AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raises awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005). Their research focused on slimming product advertisements in determining consumers' information seeking action. They found that according to the informants' favorable native advertisements, it is found that important elements to attract, to create interest, desire and to lead action towards the native advertisements are the unique headlines, the use of striking, contrasting colors for fonts and the background, the word repeat order, the comparative pictures (before

and after picture), the testimonials, total weight reduced, and the call for action statements.

Ikaria-Maina (2012) at her journal, investigated discourse of advertising: reference to Kiswahili and English adverts in Kenyan media. The study focused on consumers advertising, which is directed towards the promotion of some product or service to the general public. Her aim was uncovering the basic elements of the most persuasive, influential, and inescapable discourse of advertising text. She found that because of the growing effectiveness of its persuasion techniques, advertising has become entrenched into social discourse by virtue of its widespread diffusion throughout society. The language of advertising has also had an effect on the language of ordinary communication. Advertising language reduces thoughts to formulas, phrases, jingles, slogans and so on.

Jacquiline (2012) explored visual persuasion and behavior change: a study of viewers' responses to televised HIV/AIDS advertisements in Kenya. The study employed the semiotic and cognitive theories of visual communication to unpack the implications inscribed in visual elements. The paper concluded that the use of alternative approaches with appropriate visuals and activities that stimulate and are interesting by health communicators can go a long way in motivating the desired behaviour change.

El-daly (2012) examined an understanding of the discourse of advertisement: review of research with special reference to the Egyptian media. It focused on the interaction of language, image and layout, and examined advertising persuasive strategies. In doing so, it drew on various linguistic (particularly

pragmatic, psycholinguistic and sociolinguistic) theories. In addition, this study provided analyses of some ads, using different ways of interpretations; and ended with a discussion on the interrelationship between culture (schemes) and advertising discourse. In this research, the researcher concluded that ideas from the semiotic theory, pragmatics, psycholinguistics and sociolinguistics can help to demystify advertising creativity. Only in this way consumers can buy products, not for the magical qualities suggested by such advertising, but by relying on critical thought.

The difference of this study from the previous study are, first, the object of this study, Apple Inc, is a company which is known all over the world as an IT company. It is different with Smartfren, which is known as cellular provider in Indonesia. The second is the use of Gorys Keraf theory as a tool to analyze the Apple, Inc. advertisement. The only previous study which uses this theory is the first previous study. However, in the findings and discussion section, those study presents its analysis less complete. Therefore, this study is trying to make an investigation in more comprehensive by using Gorys Keraf theory. The third is the kind of advertisement that is analyzed by the researcher. The researcher is analyzing the advertisement in the kind of video commercial which makes this study different with the second until fifth previous study.

1.2 Problem of the Study

In accordance with the background of the study discussed in the previous section, the problem of the study is *how are the elements of persuasive techniques applied in Apple's advertisement?*

1.3 Objective of the Study

In relation with the problem of the study above, *this study aims to describe the way persuasive techniques are applied in Apple, Inc. advertisement.*

1.4 Significance of the Study

The findings of this study are supposed to give great contributions theoretically and practically. Theoretically, this study is expected to be a source in discourse studies particularly on how a company persuades people through language and how discourse analysis used in internet and television advertisement. Practically, this study can help linguistics researchers, social media reviewer to examine a certain linguistic phenomenon in some advertisements. Then, it may also become a model of persuasive analysis for discourse studies learners. Further, this study will increase the knowledge of marketer to promote their product and service through internet and television effectively.

1.5 Scope and Limitation

This study is limited on analyzing the advertisement strategies found in Apple Inc. uses persuasive techniques of Keraf's theory which covers rationalization, identification, suggestion, conformity, compensation, displacement, and projection. Persuasion process does not involved in this study since it is rarely used by the advertiser or speaker. In addition, the researcher only takes a video commercial from each product that is going to be analyzed.

1.6 Definition of Key Terms

1. Persuasive technique is an art of verbal with the intention to assure someone to buy Apple's product with the Apple Inc.'s purpose for this moment or the present time.
2. Discourse analysis is text and context together of the Apple's product, interacting in a way which is perceived as meaningful and unified by the participants (who are both part of the context and observers of it).
3. Advertisement is the promotion of Apple's products for sale through impersonal media.
4. Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services.

1.7 Research Design

In this study, the researcher uses descriptive qualitative approach, since it is not describing or discussing about statistic and word for quantity. Daymon and Holloway (2002:14) stated “Qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs”. It means that qualitative research is description of data in the form of words; that is not focus on statistic discussion. Moleong (2013:6) also explained that qualitative research is a research which has analysis procedure; it is not uses quantitative analysis procedure. Indeed, this method is appropriate for this study.

1.8 Data and Data Sources

The researcher searches the data through the internet. The researcher only focuses on the three different apple’s products. According to themost10.com (accessed on March 23, 2016) there are ten most selling products from Apple, Inc. in the history, three of them were iPhone, iPad, and MacBook. In this study, the researcher focuses on the persuasive techniques aspect of those three Apple’s products on the internet. Two resources that will be chosen as the place to collect the data are youtube.com and apple.com. The data that the researcher analyzes is in the form of voice over. According to the Merriam-Webster (accessed on March 23, 2016), voice over is words that are spoken in a movie or television program by a person who is not seen. The voice over is the main data of this study.

1.9 Research Instrument

The key instrument in this study is the researcher itself. Moleong (2013:168) said that a researcher is a planner, the data collector, analyzer, the data interpreter, and the reporter of their research. In this case, the planner means that the researcher is the one that responsible for constructing this study. The data collector means that the researcher is the one who collect the data (the data of Apple's advertisement on the internet). The analyzer means that the researcher is the one that is going to analyze the data by using Gorys Keraf's theory of persuasion. The interpreter means that the researcher is the one who responsible to transcribe this study into the result that understandable for the reader. Then, the reporter means someone that will show the result of this study.

1.10 Data Collection

In collecting the data, the researcher does not involve in the advertisement. The researcher applies some steps to obtain valid data. The researcher searches the data from the internet. Two main resources that the researcher uses to find the data on the internet are youtube.com and apple.com. On youtube.com, the researcher selects the video advertisements of three apple's product that have explained above (see Scope and Limitation). On apple.com, the researcher correlates the data that were taken from youtube.com to make sure the data are still valid and the newest. After get the data, the researcher transcribes the voice over into written text and begin to classify and analyze the data.

1.11 Data Analysis

In analyzing the data, the researcher carries out some steps. The first, describing the advertisements. In this study, describing the advertisement means the researcher gives the context of the advertisements that is going to be analyzed. The apple's advertisements that the researcher takes are in the form of commercial break, so it needs short description to make the reader understand about what are discussed in this research. Then, after giving the context of the advertisement, the researcher analyzes every statements that are spoken by the voice over. Then, the researcher classifies it based on the elements of persuasive techniques from Keraf's theory. After doing classification, the researcher describes how persuasive techniques applied in every advertisement. Finally, the researcher summarizes the findings and discussion to make the conclusion and suggestion.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Discourse Analysis

Discourse analysis is a study of language which is used and arranged inside the cultural and political context as a place where the discourse occurs. It concerns to the how people use language in text and context; what people actual utterances and try to figure out the processes that make those utterances appears. Deal with it, discourse study analyzing written, vocal, or sign language use or any significant semiotic event. According to Daymon and Holloway (2002:141) “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 analysis takes a significant role in human communication since it is not only focuses on the language and the meaning but deeply to some elements in communication, such as how, who, what, and when the language is used. It is in line with Brown and Yule (1983:1) who argued Discourse analysis is committed to an investigation of what and how that language is used for. McCarthy (1991:5) stated “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.

Fasold (2006:192) argued that all approaches to discourse analysis address the function of language, the structure of texts and the relationship between text and context. The function of language can be classified as referential language which used to convey information about entities as well as their attributes, actions and relationship. The other function is social and expressive function that express our feeling to others, such as thanking, boasting, insulting, apologizing, etc.

Kinneavy had group the discourse into four types, they are: Expressive discourse, referential discourse, literary discourse and persuasive discourse (As cited from Abbas 2008:23). Expressive discourse means a type of discourse in which language is used as a simple vehicle for expression of some personality's 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.

In this study, persuasive discourse is the main focus of the researcher's discussion. Persuasive almost found in advertisement as an effective way to introduce product and service to the costumer. While creating an advertisement, advertiser should use a correct technique to attract the customer's intention,

remember there are a lot of product which also promotes through television's commercial.

2.2 Advertisement

In society, advertisement becomes the popular promotion's strategy which talked by all people. It is because its ability to reach the broad range. Advertisement can be defined as one of communication's forms which consist of written and oral language to deliver information or messages. It is used by advertiser to introduce some products and service or promote someone to the public. According to Brochand that "Advertising is one of the elements of the communication strategy of a brand, together with other instruments such as public relations, sales force, merchandising, promotions, sponsorship and direct marketing" (as cited in Freitas, 2008:63). In other words, advertisement is a way to convey means by advertiser to the customer or audience using some devices. In modern society, advertisement can be found everywhere; in the street, shop, television, even on the label of something we are using. Advertising uses fiction, word play, compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in way which are often memorable, enjoyable and amusing (Cook, 2001:3).

As a persuasive media, advertisements play a key role to influence the society by using a variety of language and image. Arens (2006:7) defined Advertising as the structured and composed non-personal communication of information, usually paid for and persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media. In his definition,

the words, “paid” and “non-personal” bring the fact that an advertisement generally should be bought because of its characteristic that invoke mass media (television, radio, magazine, etc.). Although advertisement can present broadly, it does not guarantee a direct feedback from receiver. In addition, advertiser must consider the language, picture and other element in their advertisement to make sure the message can be deliver appropriately. In short, advertising is a strategic discourse which has a persuasive purpose in the form of linguistic and non-linguistic elements form and context.

2.3 Discourse of Advertisement

Discourse of advertisement means exploring the language usages in linguistic aspect, but it is more complex since music and picture take a part on advertisement. Discourse and advertisement are two components which relate each other. Cook (2001:3) argued that Discourse analysis is not only focus on language alone but also the context of communication: who is communicating with whom and why, in what society and situation, through what medium, how different types and acts of communication evolved and their relationship to each other. Furthermore, discourse study examines the elements of advertisement based on the text and context together.

2.4 The Mode of Advertisement

Cook’s (2001:4) introduced his notion of modes of communication in advertisement as below:

A. Pictures

Pictures, however, do far more than carry a story (Cook, 2001:54). Pictures in advertisement present a story which is shorted through scene by scene. Advertisers rely more upon the picture, and many advertisements create powerful message almost entirely through picture, music and virtually language-free. Picture as visual element in advertising is arranged in such a manner to reach the success of delivering message. Every scene in advertisement means the series of story where the company product ongoing promoted. Therefore, through the scenes, the advertiser hopes it can represent the company to introduce their product. Picture, as Cook's theory may be fragments of story, motion, and cartoon, photographic: broad panoramic of some location, an interior shots or exterior shots, even extreme shots of the product.

B. Music

Music has discrete units which can be combined with different ways along a time-line (melody). For individual, or for a group, a given piece of music may evoke a certain mood, or associate with quite specific places, event and images (Cook, 2001: 50). In a commercial field, music may represent the company and product characteristic which is known as jingle. Jingle is a short tune contains of some meaningful lyrics or slogan which explicitly promote a hook product. It is purposely created for commercial business from a brand. Jingle brings a simple message which plays in certain melody and rhythm.

C. Speech and Writing

Language (speech and writing), music and picture are elements that almost found on advertisement. As each function, they give effect that advertisement in this time looks more skillful, clever and amusing. Besides, advertiser belief that the greater power of speech is provided by the tendency in television to use writing for advertisement's message. The message can be present through slogan, jargon which carried the point of the product or service. Slogan is a brief sentence or phrase that becomes the identity of a product as like as jingle. Additionally, on television, picture move, music plays and language comes in changing combinations of speech, song and writing (Cook, 2001:42). It means that those elements above united into a commercial where television as the medium to present it. Speech and writing play more in advertising as a verbal communication which bring a product's message.

2.5 Persuasion

Study language means learning the art or style of language. Here, Keraf (2001:118) stated that Persuasive is a verbal art that purposely convince someone to obey what the speaker's said in this moment or in the present time. It means that the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and coercion. A persuader should make their object believe that they are trusted agent. In short, from that belief people will decide a right decision by their consciousness.

Persuasion held conformity or agreement through reliance. Bormann (1991:209) argued that persuasion is an effort to change someone's believe, getting

friends, influence somebody, and sells idea or product. It is clear that persuasion refers to the attempts of affecting people by means to ask them follow what the persuader's said without coercion. A persuasion advertisement is beneficial way especially for business's world. By using advertisement, people are tended to the certain product or service until they know, excited, eager to possess the product or service which is offered by the company. A good advertisement is a persuasion that able to stimulate consumer buy or use the product.

Related to the advertisement as the main focus of this study, persuasive used to move people, try to magnetize people's interest, and then realize them that they need the product. As Lakhani (2005:16) said "Persuasion is about creating an environment that lets two or more people find common ground and belief". Persuasion is not only about selling, but also about gaining agreement and support. Finally, persuasion is hoped can change people's responses.

2.6 The Basic of Persuasion

In delivering the principles of persuasive, Aristotle in `Keraf (2001: 121) stated that there are three principles of persuasion. First, is the speaker's character and credibility, communications will take place a speaker expectation, if the audience has recognized him or her as the one who has a good character. This way is usually called with personal character. Here, a good character can be determined through attitude, diction, and language style of the figure in advertisement. Almost advertisers use famous actress to convince people that their products are outstanding and have a good quality.

The second is a skill of speakers in controlling the audience's emotional. It means that, the speaker has performance in debasing or extinguishes the audience's sentiment and emotion. The emotion may not be inspired extremely, so that the audience does not have a chance to think or appreciating the problem. This ability to control emotion defined as a power of inflaming viewer's enthusiasm, and gives them a chance to think and lets them realize the condition as what the speaker's advice and together reaching an agreement. Thus, the ability to control people's emotion is not the main purpose of persuasion. It is just the way to stimulate people, brings them into certain comfort condition where persuasion will be held.

The last is showing the evidence. Beside the importance of control emotion, a speaker or persuader must able to provide some evident about their products. This evident is needed as a guarantee and to build a confident for conducting persuasion. Finally, by showing the evident and inflaming the people's emotion, persuader is easier to catch the purpose of persuasion.

2.7 Techniques of Persuasion

As a method to persuade people, persuasive should apply techniques in order to catch the mean of persuasion. Techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement (Keraf 2004:124-131).

A. Rationalization

It is the use of basic mind process to give a justification for a certain problem. This technique used to convince the customer about their product through

some statements. Advertiser or presenter needs to know about the customer's belief, their attitude and what they need. Moreover, by knowing those things, the advertisement can give statements that prove and justify the quality of product. For example, like the advertisement of a certain detergent in television. The advertiser should be clever and creative in promoting this product, considering that this product is one of the primary needs of people in their daily life. This is one of the statement that the advertiser usually uses, "Washing can be a serious problem for our lives. Especially, if it has been washed so many times but the stains still cannot be removed. However, do not panic, because our detergent is able to eliminate stains in the blink of an eye".

In that statement, in the first sentence, the advertiser wants to show the problem when we usually find in washing some stuffs. Then, in the next sentence, "Especially, if it has been washed so many times but the stains still cannot be removed", the advertiser wants to make it becomes a serious problem that washing is really hard thing to do. Hence, by giving the rejection statement and also the solution in "However, do not panic, because our detergent is able to eliminate stains in the blink of an eye", the advertiser wants to solve the problem and introduces the quality of their product. In short, this technique can be used to give rational argument to convince the consumer.

B. Identification

Identification means recognizing the circumstances. The advertisers have to analyze the consumers and the situation accurately. Whether they are adult,

teenager, children, even identify their job, businessmen, student, teacher, and etc. This technique is important for advertiser because they will be able to promote the products easily. Persuasion tries to avoid conflicts situation and doubtfulness, and by identifying the consumers with their situations, it will make this persuasion runs well. For instance, we can take the smartphone commercial that usually brings various object in their advertisement, such as presenting a finger that plays a game, the ability to open a lot of applications at a same time until the easiness to open e-mail and other private accounts. These, definitely, are representing that this kind of smartphone can be used for all ages and also, of course, the target of this product is all ages.

C. Suggestion

Suggestion is an attempt to persuade people to accept certain conviction without giving a principle to the persuaded people. The form of suggestion usually is given by beautiful words or the play of intonation in a speech. The implementation of this technique can be seen by a marketer who promotes his product to the customers with a powerful voice, through this way the customer hoped can give attention to him and intended to buy the products. For example, like the statement in some toys store use in their advertisement, “Find nearby stores in your town, and go get them!” At first the advertiser wants to provoke the consumers to find the store and then with a high intonation in “and go get them!” it is like a command to buy their product. After that, the impact of it, the viewer will buy their product.

D. Conformity

It is a conforming act to something that has been intended or to make something is similar with the others. At first, it looks the same with the identification technique, however, here, the advertiser will adapt themselves with people as the object of persuasive. It shows that the advertiser is able or have skill to do or to be the same with persuaded people. This technique of conformity will present more to make the consumer convince that the product suitable for the advertiser and consumer as the same creature. In other word, the advertiser will present something which is suitable with the people want. The example are too much, nowadays, if we look at the commercial or in the internet usually the advertiser pay certain actor or actress to act like what the advertiser want. In short, the actor or actress that is paid acts to be like the viewer's perception (persuaded people's perception).

E. Compensation

Compensation is an act or the result of an effort to find a substitution thing which is un-acceptable. This effort arises from the frustration of some previous situations. An advertiser will utilize this situation to influence people that they can get or do the other thing in order to move from their frustration or compensation is a process of finding alternative way in order to move away from unintended condition. It is very often, we find a speech or a written advertisement that wants to promote their product with very bold and challenging the people that will be persuaded. A statement like "If you are not sure with the ability of our product, go

find the others, then you all will be regret because ours is the best in this field” is one of the very arrogance technique, hence, this is one of the example of compensation technique.

F. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement is attempted to take mind off an emotion and avert it to the new object. There are many statements that we can take as the example, however, the main frame usually use “unlike” or other word that represents inequality.

G. Projection

It is a technique to make subject become the object. If someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. Thus, projection is a technique which presents the advantages of the product to show the differences with other. For example, statement that the researcher found in a mobile phone shop “you will get free headset and free micro sd card”, this statement shows that by buying a product the consumer will get advantages, that are free headset and free micro sd card.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter will present the data that have been collected and the researcher will discuss them based on persuasive techniques which is stated in the previous chapter. The data are taken from Apple Inc. Therefore, the findings are discussed based on the persuasive techniques that is used by Apple Inc. on their advertisements in their three major products.

3.1 Research Findings

This study aims at analyzing the persuasive techniques used in Apple Inc. Advertisement. The analysis of this study is based on the formulation of the research questions in Chapter I. The problem of the study aims to present the types of persuasive techniques that are used in Apple Inc. advertisement that is limited on Gorys Keraf's seven elements of persuasive technique. The part that is going to be analyzed by the researcher is the voice that is following the advertisement. The researcher, here, presents the datum from each advertisement. Each datum has sub-points that are analyzed by the researcher. In this chapter, the researcher writes the sub-points in each datum in italic. The researcher also gives the number in each points and writes the number in bold to make the reader easier to read and comprehend this chapter, for example, *This is iPhone 6S, not much has change, except (1.1).*

3.1.1 Apple iPhone 6S Video Commercial

Datum 1

Voice Over:

This is iPhone 6s, not much has changed, except ^(1.1)

*It responds to the pressure of your finger
So you can peek into stuff and pop stuff open, ^(1.2)
which changes how you play a song ^(1.3)*

*Read a text, read an email, read the news, ^(1.4)
Wait you read the news (boy: yep), of course you do ^(1.5)*

*Now you can change apps like this
Pay at more places like this ^(1.6)
And the new color looks like this (its rose gold, it's awesome)
And Siri is more helpful than ever ^(1.7)*

Bill Hader: hey Siri, show me photos of tortellini

Siri: here are some images of tortellini ^(1.8)

Vo: maybe get take out?

*The camera shoots 4k video now,
which changes how your movies look, nice ^(1.9)*

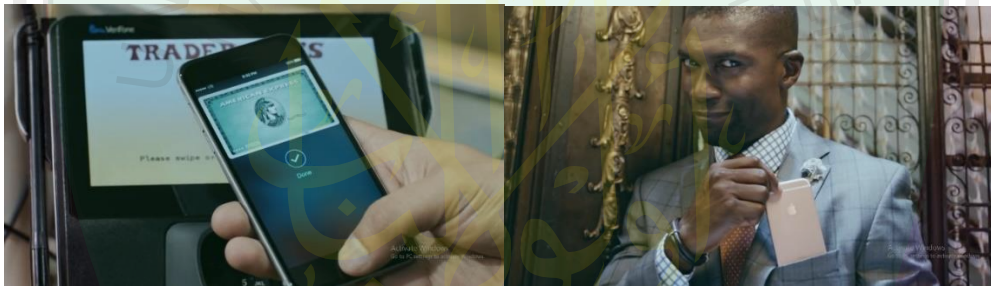
*Even selfies have changed, now your screen is the flash ^(1.10)
that's gonna get, like a million lights, (thanks) ^(1.11)*

Actually photos themselves have changed, they move now, you just touch them ^(1.12)

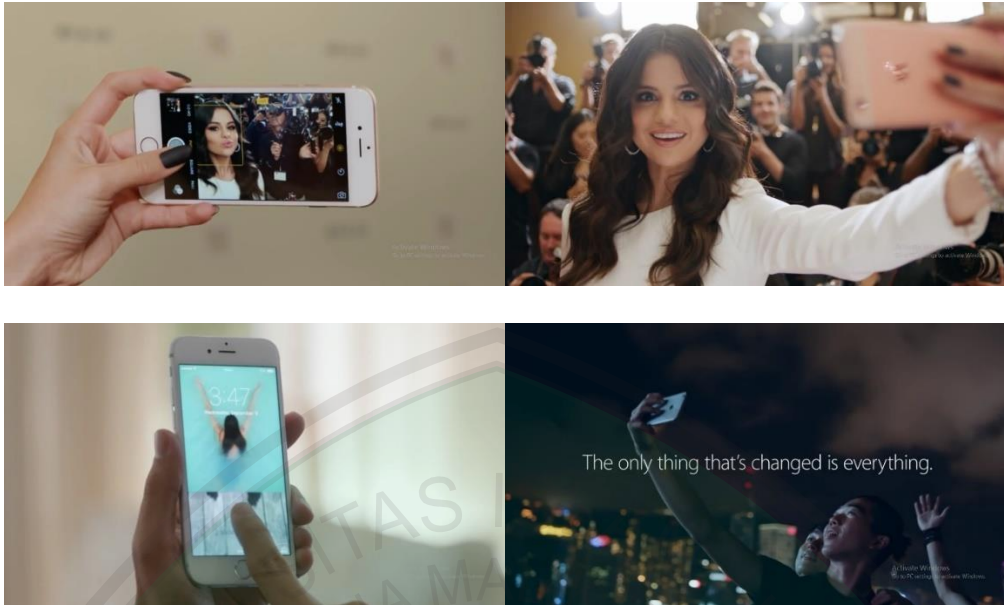
*so yeah, that's what's changed
(The only thing that change is everything) ^(1.13)*



Introduction (Part 1/3)



Middle (Part 2/3)



Closing (Part 3/3)

Context of the Advertisement

The pictures above are the captures that was taken from the Apple iPhone 6S's video commercial on the internet. This video commercial was presented on early 2016 by Apple Inc. In this commercial, the advertiser wants to introduce the iPhone 6S itself in one-minute video. The music that the advertiser uses in this video is like the sound of people that are clapping their hands. It seems that the advertiser of this video commercial tries to build happy condition. And also, by making claps in the back-sound and bringing fast shots in every scene, it makes this video is really tight. For analyzing this commercial, every paragraph described below is representing every scene in the video commercial.

In the beginning of the video, the sound of the speaker in this commercial says *This is iphone6s, not much has changed, except (1.1)*. After that, it showed a close-up view of a young black man wears a yellow shirt and hat on his head, points

his finger to a white iPhone 6S that is held on his other hand. It denotes that the advertiser wants to introduce and get the attention of the viewer about iPhone 6S. It can be looked at the different color that the advertiser uses on the picture.

In the next scene, there are two pictures that is presented by the advertiser. First, it shows a man and two women stand together. The woman in the middle holds an iPhone and wants to show something to the man in the left and the woman in the right. Then, it is changed to the next picture that presents someone press the main button of the iPhone and the animation that is presented on the screen of the iPhone is moving smoothly.

Then, it is followed by a finger holds the contact icon, suddenly, it shows pop-up screen that displays the recent person that the iPhone's user called. The next picture is displaying a place that we search from maps application and the speaker said *so you can peek into the open stuff and pop stuff open* ^(1.2)

Then, in the next shot, it shows young people are listening a music on iPhones. They are standing in the corner of a street. The voice over said *which changes how you play a song*, ^(1.3) Then, it shows that the person is a chef. It is also followed by the sound of the speaker that said *Read a text, read an email, read the news*, ^(1.4) Then the speaker also said *Wait you read the news?* ^(1.5) and a boy (who is the person in this picture) on the screen answer it by saying "yep" then the speaker answers "of course you do". Then, it presents the easiness to pay the taxes in iPhone 6S. The person in the picture only clicks the finger print button and it is just done. It moves to the middle part of this video commercial, It also stated by the speaker that said *Pay at more places like this*, ^(1.6) to emphasize the meaning of the

picture that by using the iPhone 6S we can pay at more places. It also displays a man picks up an iPhone 6S from his pocket. In this picture, the advertiser wants to explain about the color of iPhone 6S that use rose gold color to give elegant perception.

and the Siri is more helpful than ever. ^(1.7) it shows Bill Hader. Bill Hader is an American actor, comedian, and also a writer. While he is cooking something, he talks to Siri, Siri is an acronym of Speech Interpretation and Recognition Interface, it is a computer program that works as an intelligent personal assistant and knowledge navigator, part of Apple, Inc.'s iOS operating system. Bill Hader said *hey Siri, show me photos of tortellini*, and an iPhone that is giving the answer by saying *here are some images of tortellini.* ^(1.8) by using Siri in the iPhone 6S. Then the voice over said *"maybe you can take out"*.

The next shot gives greater information about the ability of shooting a video in iPhone 6S. It presents a man on his wheelchair is bringing an iPhone 6S with Three Axis Stabilizer. The other two men on his back push his wheelchair. The two persons in front of the person on the wheelchair is bringing lighting to support and give the result of the video more awesome. They shoot a video of an actor that is jumping on a hood of a car. It is supported by the voice over that said *The camera shoots video 4k now, the which changes how your movies look, nice* ^(1.9). Then, it is presenting the result of the video that display a slow motion video. It also tells about the ability of the iPhone 6S that can shoot a video in 4K resolution. According to Wikipedia.com, 4K resolution refers to a display device or content having horizontal resolution on the order of 4000 pixels. Then, the voice over gives responds to the result by saying *"nice"*.

And in the last scene or ending, we see a finger tries to open camera to take a picture. It is followed by the sound of the voice over that said *Even selfies have changed, now your screen is the flash* ^(1.10) After that, the screen is showing Selena Gomes takes a *selfie* in the middle of the crowd journalists. Selena Gomes is an American singer and an actress. Then, the voice over said *that's gonna get, like a million lights,* ^(1.11) to emphasize the ability of the flash in the front camera and Selena said *"thanks"* it gives more information about who is the person that takes a selfie.

The next shot is started with the voice over stated *actually photos themselves have changed, they move now, you just touch them* ^(1.12). Then, it is displaying a finger gives pressure to the photo on the screen. Suddenly, the picture is moving. And in the final shot, the voice over stated *"so yeah that's what's changed"* to give a description that this video commercial is in the end part. Then, it is like giving the flashback of what is the content of this video from the first part until the last. After that, it moves to the night condition that there are three persons take a selfie in the rooftop of a building. And then, it shows up a text that stated *the only thing that change is everything,* ^(1.13).

Analysis

For answering the first problem of the study, the researcher focuses on giving the types of persuasive techniques that are used in the iPhone 6S advertisement. Therefore, the researcher pays his attention on every statement that are spoken by the voice over in this ads to identify the types that are used. Voice

over is a kind of speech that are used to describe the object that are presented in advertisement, especially the advertisement that is categorized as video commercial. According to the datum and the context of the advertisement above, the researcher found six types of persuasive techniques that the advertiser uses, there are rationalization, identification, suggestion, conformity, displacement, and projection. The explanation and the function of the techniques of persuasion has already described in chapter two (See Chapter 2.8).

In showing the way persuasive techniques are applied in this advertisement, the researcher explains the findings in this advertisement. This advertisement is started with the opening *not much has changed, except, (1.1)* in this case, the attention that should be given first at *not much has changed*. This speech shows that not much change on the iPhone 6S with the previous iPhone, which of course is contrary to the perceptions of people who look at Apple Inc. as a company that always delivers outstanding innovations in each of their product development. And in this case, the researcher believes that the advertiser tries to make consumers curious, to give an idea contrary to the real situation. After that, there is a word *except*, which means, even so, there are some changes to the iPhone 6S that is still outstanding. This word is a kind of wordplay that tries to attract people attention. Wordplay is a part of suggestion technique.

In the statement *so you can peek into the open stuff and pop stuff open (1.2)* that provides the ability to peek and open the image in the gallery of iPhone 6S. It is categorized as projection, because it emphasizes the advantage or the ability of the product in the advertisement. It is also classified as rationalization if the researcher takes it in more detail, *it responds to the pressure of your finger, So you*

can peek into stuff and pop stuff open in this case, we need to examine the second premise first, that is *so you can peek into stuff and pop stuff open*, it certainly indicates that by holding our finger on the screen or on the photo gallery, we can just peek or even open it. It is kind of utterance that is explaining the function of the previous utterance. And also, it is a feature that cannot found in any other smartphones, which makes iPhone 6S more unique and different. The advertiser, here, knows the consumer's attitude which is always wanting unique innovation, especially in technology. Moreover, this statement is the part of rationalization, because the advertiser knows the consumer's attitude.

Then, in answering the way identification technique applied in this advertisement, it contained in *which changes how you play a song*, ^(1.3) which indicates the product is intended for people who love music. In the video of this advertisement, it is also represented by three young people that listen to a music. It is categorized as identification because the message that the advertiser embed in this advertisement is the target of this product.

The statement *Read a text, read an email, read the news*, ^(1.4) this speech explains the easiness that can be gained just by holding your finger on a particular icon in the Apple iPhone 6S. *Read a text* is when users view a content in a certain short message, then *read an email* is when users view the contents on an electronic message and *read a news* is when users view the contents of a particular news. These three things, of course, nowadays are needed by the people. Definitely, by giving what the consumer's need, this statement is classified as rationalization. It is also categorized as identification technique which leads to people who are very hectic. That in this case, need easiness of access to these things. However, the next

screen, is displaying a child that is reading a news, and voice over says *Wait you read the news?* ^(1.5) And the child answered *yep*, and voice over responds *of course you do*, it can be defined that, nowadays, the children have also been able to gain access to information that is abundant on the internet, and this can be gotten its maximum by using the iPhone 6S. By emphasizing the target, that is represented by a child it is also classified in identification.

After that, in statement *Pay at more places like this*, ^(1.6) it is dealing with the detention of a finger on the screen, hence, here we can see the word *more places*, which in this case provides convenience in the payment of any transaction anywhere. It is kind of solution that is offered by Apple Inc. to businessman or other professions. It makes the user can pay a certain transaction in anywhere at any time. Therefore, by giving a solution to the payment problem of the consumer's, this statement is identified as rationalization.

Then, in this advertisement, there is only one statement that was found and categorized as displacement, namely *and the Siri is more helpful than ever*. ^(1.7) The important words here is *than ever* that if we fully understood the intention of this statement is the ability of Siri in iPhone 6S that can give a respond to a sound is better than the previous versions of iPhone. Comparing iPhone 6S with the previous versions of iPhone is a part of displacement.

Then, the researcher found conformity in conversation *hey Siri, show me photos of tortellini, here are some images of tortellini*. ^(1.8) In a conversation that are made Bill Hader and Siri. Bill Hader said *hey Siri, show me photos of tortellini* later Siri, that is nothing but the application in the iPhone answered *here are some*

images of tortellini. In this context, Siri is like a robot, which is capable of meeting the needs of his master. The ability to act like robot in Siri can be categorized as a conformity.

Then, at *The camera shoots video 4k now, the which changes how your movies look, nice* ^(1.9) it is intended for those who enjoy using the camera on their smartphone to video-graphical purposes. If you look at the ability of the camera resolution up to 4K, then this ability is the same class with professional video recorder. It is also stressed in what they show in the video commercial, which shows that the iPhone 6S is used to record the scenes like a movie. Therefore, by giving the intended message about the target which is the video lover, then it is classified as identification. In addition, it is also categorized as projection because it that shows the ability to record a video on the apple iPhone 6S that is equivalent to a professional recorder, it is proven through words *4k video* that shows the video resolution capability. The capability is kind of showing the benefit of a product. Therefore, it is categorized as projection.

Then, in *Even selfies have changed, now your screen is the flash* ^(1.10) that is used for those who love *selfie*, or take pictures of themselves using the front camera on the smartphone. They will be interested, because by seeing the statement *now your screen is the flash*, now, they still can take a *selfie* in a dark condition because there is a light in the front camera. It is for people who love *selfie*. Specifically, those are the target segment that the advertiser wants. Therefore, by making statements that indicate targets, it is categorized as identification. It is also categorized as projection because it is showing the advantages of iPhone 6S.

Projection is a kind of technique which is emphasizing statement that contains the advantages of product. Therefore, this finding is categorized as projection.

In the statement *that's gonna get, like a million lights*,^(1.11) which in this case is showing the ability of the flash in the front camera of iPhone 6S. The phrase that have to be concerned is *like a million lights* that indicate that the iPhone 6S capable of providing much light like the lighting for movie-maker. This is also an act to look similar with something. Then it is categorized as conformity.

The last projection technique that is found in this advertisement is in *actually photos themselves have changed, they move now, you just touch them*^(1.12) is a new advantage on the iPhone. It shows on the video that only by pressing a picture, the picture will move like a short video. It is the new feature of iPhone that is included in the iPhone 6S. This finding is showing the advantages of iPhone 6S. Projection is a kind of technique which is emphasizing statement that contains the advantages of product. Moreover, this finding is categorized as projection.

And the last is contained in the final statement that is not spoken by the voice over, but there is the writing on the advertisement's video *the only thing that change is everything*,^(1.13) the word that the researcher pays his attention is in *everything*, because if we see the first part of this advertisement it is described previously that there are no big changes in this product, comparing with the previous product. However, with the word *everything*, the advertiser wants to direct the mind of the viewer that a lot of things have changed on the iPhone 6S when compared with the previous iPhone. Then the researcher categorized it as suggestion because the word *everything* is an unprincipled idea. The researcher still

found the same thing inside the iPhone 6S compared with the previous iPhone which makes it becomes unprincipled.



3.1.2 Apple iPad Pro Video Commercial

Datum 2

Voice Over:

With its scale, with the way you use it,

iPad has always been uniquely immersive ^(2.1)

To amplify this, to put it on a much larger scale, we designed iPad Pro.

It begins with a 12.9-inch retina display ^(2.2)

On an iPad that remains remarkably thin and light. With 78 percent more screen area, iPad pro not only transforms your viewing experience, It enables new ways of creating and sharing.

To give multi-touch a greater level of precision,

We completely re-engineered the touch subsystem, ^(2.3)

Increasing the sensitivity of the sensors and doubling the touch refresh rate.

It's actually the most advanced display we've made ^(2.4) *and with 5.6 million pixels,*

It has the highest resolution of any iOS device. ^(2.5)

This is the first iPad to automatically adjust ^(2.6)

The number of times the display is refreshed

Depending upon what's on the screen this leads to greater energy efficiency, and the all-day battery life you would expect. ^(2.7)

Driving its high level of performance, Is the powerful A9X chip.

It was specifically designed for iPad pro

And to meet the demands of a much larger display.

Its size lets you do and see more.

*And its precise multi-touch technology
Allows for new forms of input
While enhancing the capabilities of iOS 9.*

*To produce a rich audio experience
Within this device's thin profile
Meant developing an entirely new four speaker architecture. (2.8)*

*For the first time,
The speaker housing is machined
Directly into the unibody enclosure
And sealed with a carbon fiber cap.
Its four speakers give iPad pro, A powerful acoustic output and dynamic range (2.9)
That far surpasses its size.*

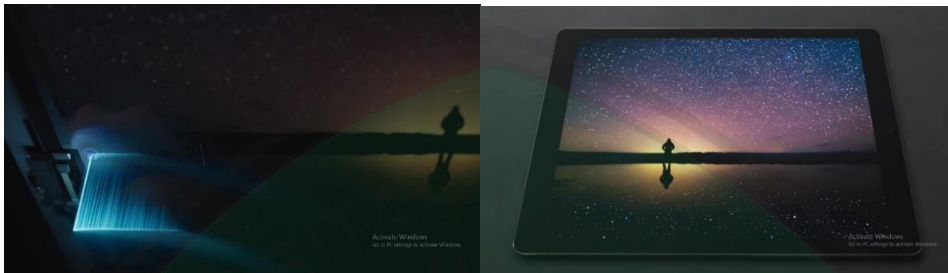
*With people using iPad in more and in different ways, (2.10)
We wanted to enhance its flexibility.*

*To do this, we've developed a new technology.
Its magnetic contacts relay both power and data, by directionally. (2.11)*

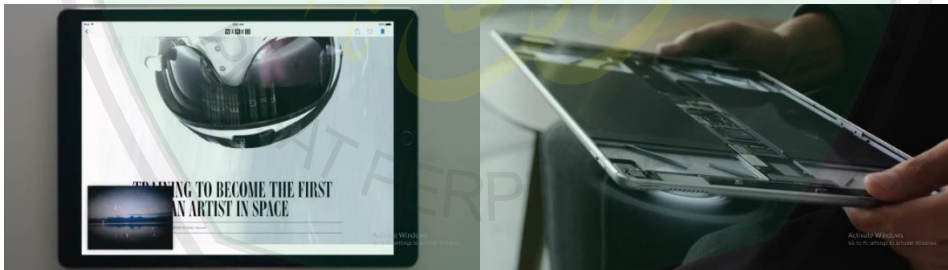
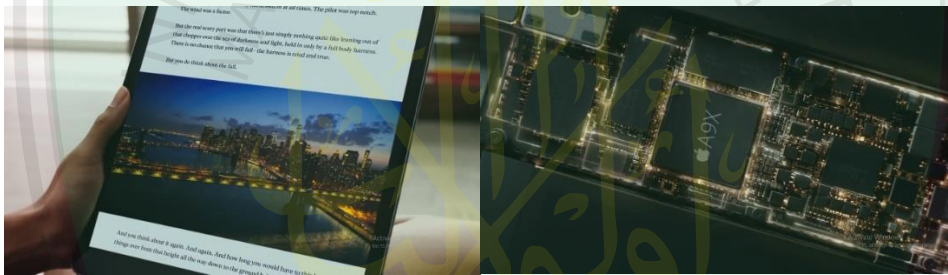
*So you can easily connect compatible accessories
Without the need for bluetooth or batteries
iPad pro enables tools and interactions, that just haven't been possibly before. (2.12)*

*iPad continues to transform the way we do things.
Our goal in designing iPad pro was to engineer a device (2.13)*

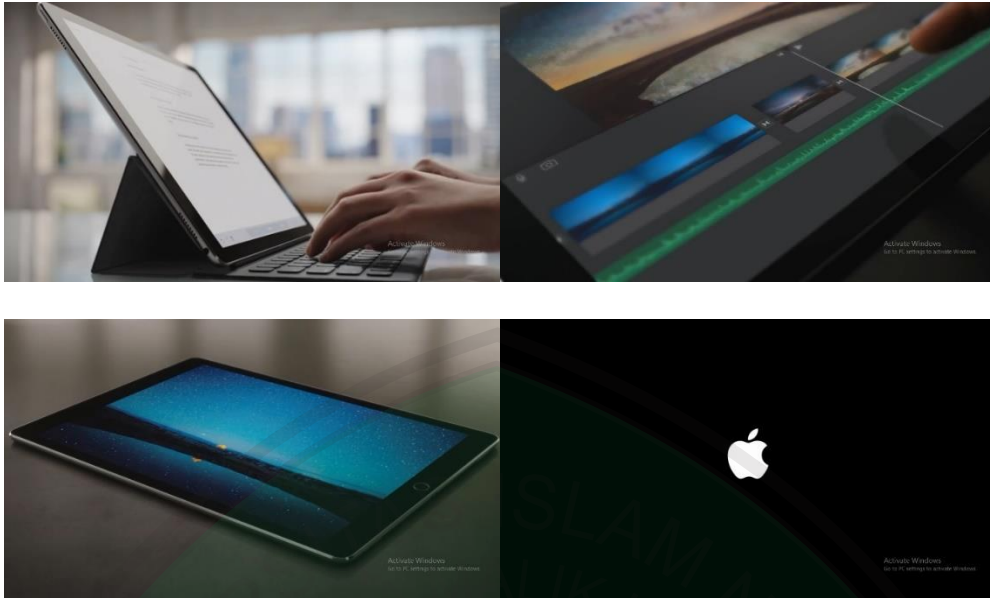
*That allows you to be more productive and more creative (2.14)
At an entirely new scale.*



Introduction (Part 1/3)



Middle (Part 2/3)



Closing (Part 3/3)

Context of the Advertisement

The pictures above are the captures of Apple iPad Pro commercial that was presented on the internet in the end of 2015. Apple iPad is the tablet-computer produced and designed by Apple Inc. The first generation of iPad was announced in January, 2010 and began to take the pre-order on March, 2010. It was one of the most-selling product for Apple Inc. in the history. The Apple iPad Pro is the recent iPad product from Apple Inc. In their video commercial, the duration of the video is longer than iPhone 6S, so there is more description about the newest iPad here (more than three minutes). It seems that the advertiser of this video want to describe more about iPad Pro. It can be proven by the music that is following the video is in slow tempo.

The video of iPad Pro's commercial is started with the name of the Chief Design Officer, Jony Ive, with white color font placed in the left-center of the black

screen. After that, the voice over begins by saying “*with its scale, with the way you use it,*” to make an introduction and to make the viewer curious about what is going to be presented. Then, the voice over gives a statement about the uniqueness of the iPad by saying *iPad has always been uniquely immersive*, ^(2.1). It is followed by the view of a center piece of Jupiter and the moon that is glowing. Actually, based on the advertisement, Apple Inc. uses many space objects very often in their advertisement. Furthermore, the researcher asks three viewers of this advertisement to give an explanation about that. Then, all of them agreed that by giving objects in the universe, it can be thought that Apple Inc. tries to brand their company by limitless innovation company. After presenting that picture, it moves to show two fingers try to make the screen wider by scrunching the screen. It is followed by the voice over that said “*to amplify this, to put it on a much larger scale,*” that makes a representation of wide object. And this scene closed with the sound of the voice over that said “*we designed iPad Pro*” to emphasize the intention of this video commercial that will be introducing the iPad Pro.

The next scene is giving the first point of the new feature that the user gets when they use iPad Pro. It is begun by the voice over stated *it begins with a 12.9-inch retina display* ^(2.2) which describes the size of iPad Pro that wider than the previous iPad product. Then, it is described that the design of the iPad Pro is simply elegant by the next sentence of the voice over that said “*on an iPad that remains remarkably thin and light*”. It is not stopped there, then, it talks about a benefit that the user can take by giving the representation of impressive result of wider screen that is displaying a video of a scenery and it is also sounded by the voice over that said “*with 78 percent more screen area, iPad pro not only transforms your viewing*

experience”. Moreover, this scene is closed with the statement of the voice over who said *“it enables new ways of creating and sharing.”* that performs the ability to manipulate a photo or picture on an editing application in iPad Pro that make the result of the manipulation looks awesome if we share it on a certain social media.

In this scene, the advertiser wants to show another new ability from the iPad Pro. At first, the voice over said *give multi-touch a greater level of precision,* ^(2.3). The multi-touch of the iPad Pro is smoother compared with the previous iPad product. According to technopedia.com, multi-touch is the ability of a touch-sensing surface (usually a touch screen or a track-pad) to detect or sense input from two or more points of contact simultaneously. By having multi-touch feature, a device can perform multiple finger gestures, such as pinching the screen for zooming in or spreading the screen for zooming out. It also enables wiping and rotating which offers enhanced user and virtual object interaction. After that, for making this product is better than the others, the voice over stated *“we completely re-engineered the touch subsystem, increasing the sensitivity of the sensors and doubling the touch refresh rate.”* And it is also supported with the looks from the machine to the touch or pressure of the finger. For making the impression of the screen more incredible and powerful, the video moves to give a look of iPad Pro that is showing a great picture that have manipulated before. It is followed by the voice over that said *it's actually the most advanced display we've made.* ^(2.4) *it has the highest resolution of any iOS device. In any iOS device* ^(2.5). This scene is in the middle part of this video commercial. It is displaying a finger scrolls down the screen, then it tries to play a video on a certain website.

The voice over, here, said *this is the first iPad to automatically adjust* ^(2.6) that explains about the new feature of adjustment of the user interface in iPad Pro. Then it moves to zoom out which displays many led lamps blinks inside the device. It is supported by the voice over stated “*the number of times the display is refreshed, depending upon what's on the screen*” it emphasizes the ability of the iPad Pro’s display to adjust the color of the screen to look sharper and the screen will always do refreshment based on what is on the screen. In the last part, it gives the benefit of the new feature of adjustment that is mentioned before that is about green technology, it started with the voice over that said *this leads to greater energy efficiency and the all-day battery life you would expect.* ^(2.7) and ended with the moves of a video that looks smooth.

This scene is talking about the production of the audio in iPad Pro. It is stated by the voice over “*to produce a rich audio experience, within this device's thin profile*”. Then, he continues by saying *developing an entirely new four speaker architecture.* ^(2.8) that is giving description about the amount of the speaker that is planted in the machine. To give something that is new, the voice over also describes technical element of the speaker in iPad Pro by stating “*for the first time, the speaker housing is machined*”. And then to make it really good, it presents an iPad Pro that is playing a movie while the voice over said *its four speakers give iPad pro, a powerful acoustic output and dynamic range.* ^(2.9). In this context, the advertiser emphasized again the amount of the speaker and its ability. Then, they choose good diction which make the viewer can get impressed.

In the closing part of this video commercial, the advertiser wants to introduce the compatibility of the iPad Pro to work with the accessories. It is started

by the speaker that said *with people using iPad in more and in different ways.* ^(2.10) Then, it is continued by the statement *its magnetic contacts relay both power and data, by directionally,* ^(2.11) that explains what we can do with the accessories. And the second is “so you can easily connect compatible accessories without the need for Bluetooth or batteries” which tells about the function or benefit of those accessories. Then, to convey the viewer, the advertiser through the voice over said *iPad pro enables tools and interactions that just have not been possibly before.* ^(2.12) which tries to compare the new iPad technology with its previous version.

In general, to make an impression of the Apple Inc. that always make a lot of innovations and developing each time, the advertiser uses “*iPad continues to transform the way we do things*”. After that, they also give a vision about the production of iPad itself by stating in *our goal in designing iPad pro was to engineer a device.* ^(2.13) It also creates an impression that by having the iPad Pro is like you are the boss and you can do all you want. Finally, it closes with the voice over that said *that allows you to be more productive and more creative.* ^(2.14) to end this video commercial with the use of powerful suggestion in their utterances.

Analysis

Complementing the answer of the first problem of the study, the researcher focuses on giving the types of persuasive techniques that are used in the iPad Pro advertisement. Therefore, the researcher pays his attention on every statement that are spoken by the voice over in this ads to identify the types that are used. According to the datum and the context of the advertisement above, the researcher found six

types of persuasive techniques that the advertiser uses, there are rationalization, identification, suggestion, conformity, displacement, and projection. The explanation and the function of the techniques of persuasion has already described in chapter two (See Chapter 2.8).

In showing the way persuasive techniques are applied in this advertisement, the researcher explains the findings of this advertisement. It is started with *iPad has always been uniquely immersive*, ^(2.1) we can underline *the uniquely immersive*. In this case, those words are giving the provision of a unique impression on each iPad that are launched in the community. Meanwhile, not all the people considered that iPad always gives a unique impression. Definitely, the researcher did not consider this as a logical idea. For making an idea which is not unprincipled, it is part of suggestion. Therefore, this statement is classified on the suggestion techniques.

Then, in statement *it begins with a 12.9-inch retina display* ^(2.2) that shows the advantages of the on-screen iPad Pro. And also, by using the word *it* means that the advertiser makes the subject as the object, which then the researcher was categorized it in projection. It also displays 12.9- inch retina display which makes iPad Pro wider than the previous version. By showing the advantage, therefore, it is classified as projection.

In the statement *to give multi-touch a greater level of precision*, ^(2.3) this statement indicates that the iPad had fixed the level of accuracy of the multi-touch feature on a tablet-computer where it is most needed to facilitate the user in using the tablet-computer. For bringing the need of the consumer, this statement is classified as rationalization. This statement is also categorized as projection,

because it is giving the highlight of the precision of multi-touch. It is kind of the benefit that the user can take for this product. Moreover, this statement is classified as projection.

In statement *it's actually the most advanced display we've made.* ^(2.4) The statement *we've made* shows that the advertiser compares the display they have made with previous products. For comparing this product with the previous product, this statement is categorized as displacement. Then, displacement is also found in *it has the highest resolution of any iOS device.* In *any iOS device* ^(2.5) also shows a comparison with all mobile products of Apple Inc. However, in this statement, it can also be categorized as projection because the selection of the word *highest* is giving meaningful word that means the best, in this case, is the resolution of the iPad Pro. By emphasizing the word best, means that the advertiser wants to show the capability of this product. Therefore, it is classified in projection.

The rationalization technique is found in the word *adjust* in *this is the first iPad to automatically adjust* ^(2.6) which indicates that the iPad pro is able to provide the maximum display when the user opens a website. From the previous iPad problem, it was found that when the user uses a tablet-computer to open a website, the display cannot adjust with the screen width. Therefore, iPad Pro has able to resolve these problem. For giving a solution to a certain problem, it is also a part of rationalization. It is also categorized as displacement because it contains a word *the first*. It means iPad pro is the first product that can perform this feature. It means the advertiser uses the word first to compare this product with the previous product. Moreover, this statement is displacement. In addition, this statement is also projection because it shows the ability of adjusting the screen.

The rationalization is also found in statement *this leads to greater energy efficiency and the all-day battery life you would expect.* ^(2.7) Problems that is faced by the iPad users are the low-level of battery power which then it causes some users to move to another product. Thus, in this case, Apple Inc. resolve these issues with the *greater energy efficiency* statement and *all-day battery life* on a sentence uttered by voice over above. In this case, Apple Inc. has provided solutions to the problems that arise in the previous iPad. This is also solving problem statement, which then the researcher categorized it as rationalization. This statement is also categorized as projection because it gives the advantage of the new iPad Pro.

Another projection is also found in *developing an entirely new four speaker architecture.* ^(2.8) The word *new* was used to explain *four speakers architecture* which is something new in the history of iPad products. According to the explanation that have elaborated, this finding in this type is showing the advantages of this product. Projection is a kind of technique which is emphasizing statement that contains the advantages of product.

The last rationalization found in this advertisement is contained in the series of utterance *its four speakers give iPad pro, a powerful acoustic output and dynamic range.* ^(2.9) To meet the needs of users, the quality of sound produced in an iPad Pro provides four speakers that can produce maximum sound quality. This is of course included in the part of rationalization technique, which can provide the consumer's need.

Identification, in this advertisement was only used once by the advertiser. This technique is used on *with people using iPad in more and in different ways.* ^(2.10)

The word *people* in the statement shows the user, while *in more* means that the advertiser seeks more buyers to use this product. And also on *in different ways* shows that during this product existence, iPad has been used by many people with different purposes. In simple way, in this context, the researcher assumes that the product is suitable for all ages. By making the word *more* and *in different ways*, it is kind of emphasizing the target of this product. This reason is proven by the use of this technique that is only once. By explaining the target implicitly in their statement, the researcher classified it as identification.

The last projection can be found in *its magnetic contacts relay both power and data, by directionally*, ^(2.11) in this context, it was emphasized in the *directionally* that means the easiness to connect iPad Pro device with its accessories, such as a keyboard and so on. Based on that statement, this finding in this type is showing the advantages of this product. Projection is a kind of technique which is emphasizing statement that contains the advantages of product. Therefore, this finding is categorized as projection.

The last displacement is found on *that just have not been possibly before*. ^(2.12) The Word that need to be paid attention is in the word *before*, it is indicating that the previous iPad will never able to do what iPad Pro can do. In short, this finding brings a comparison with the old products. Making displayed in the advertisement to be compared with old product or other is in the portion of displacement. Therefore, it is classified in displacement.

Conformity was found only once in this advertisement; it is in *our goal in designing iPad pro was to engineer a device*. ^(2.13) The researcher pays close

attention to the words *to engineer* that can be interpreted, by using the iPad Pro, users will play like a boss who ruled a machine to do a work. For acting to look similar with something is explained in conformity. Thus, this statement can be categorized as conformity.

The second finding of suggestion and the last finding of this advertisement is contained in *that allows you to be more productive and more creative.* ^(2.14) It is, of course, a provision for the user to be more productive and creative by using iPad Pro. Actually, to be creative and productive, it depends on the users who have their own will. This statement is also collected in the suggestion because this statement is a kind of unprincipled idea.

3.1.3 Apple MacBook Video Commercial

Datum 3

Voice Over:

The new MacBook is the result of collective obsession ^(3.1), To simplify its essential components

To create the most efficient design possible ^(3.2),

It's a product that couldn't exist without the invention across many disciplines ^(3.3)

A full size keyboard is the most familiar, comfortable and accurate typing platform

It defined the width of the new MacBook

To make it thinner and more precise

We created a sturdy, single assembly, butterfly mechanism, Combined with the new stainless steel dome speech

This reinforces the keepers balance and stability

Each individual key is now led by a single LED,

This enables a better more deliberate illumination

A retina display delivers the very best viewing experience ^(3.4)

To engineer to finish retina screen from mac

We've refined every component, from the glass down to the pixels

It delivers the vivid brightness and performance you'd expect

But in a design that thinner, lighter, and 30 percent more power efficient ^(3.5)

We've designed the force sensing multi-touch track pad, this adds a new dimension of interaction ^(3.6)

Touch sensors make the entire glass surface active

Full senses measure a wide range of pressure

From the latest tap to the deepest press

The pressure you apply activates an electromagnet that responds with tactile feedback

So now instead of just seeing what's happening on the screen. you feel it too ^(3.7)

To me called the battery life possible

We have developed new battery technologies ^(3.8)

We actually change the construction and internal chemistry of the cells

Which now manufactured in discrete

The sheets is stacked unitary structure that was developed along with the external enclosure

The design allows for 35 percent great battery capacity in this compact space

To maximize performance

We took an extreme approach to miniaturization

Components were optimized in engineered to fit together

To create the highest density mac logic board yet

It's actually two thirds smaller in any redesigned before ^(3.9)

A fundamental goal was to eliminate the need for veins, fans ^(3.10)

Or any moving parts allowing it to operate in silence

By consolidating the antenna

With the bottom case we were able to design an integrated

Aluminum inch

This innovation along with its unibody enclosure makes this the first

Our metal MacBook

This product is not only thin and light

Its advanced wireless technologies make a truly portable

When you actually need to plug in

The new USB type c connector is a single pool

For charging, video output and data transfer

The result to all of this is a product that is only 13 point one millimeters thick,

And weights just two pounds ^(3.11)

To create the new MacBook we were uncompromising

In its design and engineers

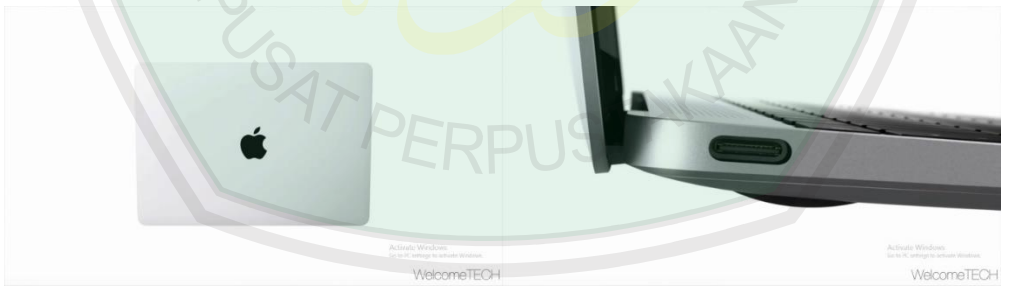
We said a new standard for portability

While enhancing its fundamental components

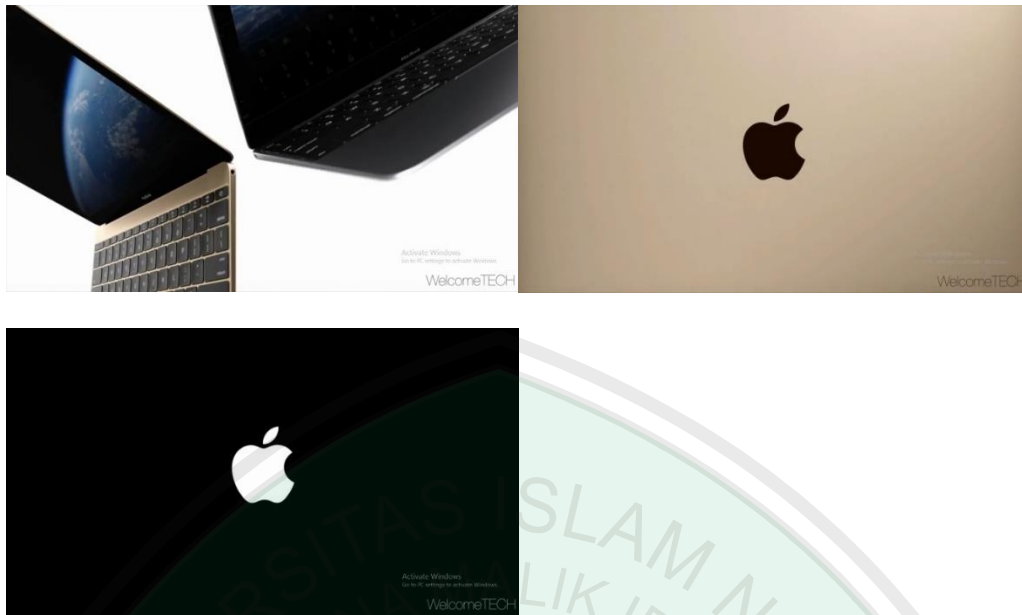
To deliver what we believe is the best MacBook yet ^(3.12)



Introduction (Part 1/3)



Middle (Part 2/3)



Ending (Part 3/3)

Context of the Advertisement

The pictures above are the captures of the new Apple MacBook that was presented in the March, 2016. MacBook is a notebook computer product that manufactured by Apple Inc. According to the Wikipedia.com, MacBook was aimed at the consumer and education markets. It was the best-selling Macintosh ever. The duration of their video commercial is too long (around five minutes). The speech of the voice over is slow and every scene's transitions are too. By watching this, the researcher believes that it will be not presented on the television, but it will only be presented on the internet.

The MacBook video commercial begins with the voice over that stated *the new MacBook is the result of collective obsession*. In phrase *result of collective obsession* ^(3.1) here, the advertiser wants to show that MacBook is a device that always be waited in the market. And those utterance is a very good to open an

advertisement, especially video commercial. It followed by the screen that is displaying the name of senior vice president of Apple Inc., Jony Ive. After that, it presents the MacBook that is closed and then it is opened. It is followed by *to create the most efficient design possible.* ^(3.2). To convey their consumer, they strengthen the level of their words, it can be heard from the voice over that said *it's a product that could not exist without the invention across many disciplines.* ^(3.3).

After that, the screen is showing the ability of the keyboard, the voice over said *"A full size keyboard is the most familiar, comfortable and accurate typing platform"* it denotes the meaning that they can make a keyboard that really fit with what the consumer's need. Then, it continues to the statement *a retina display which delivers the very best viewing experience.* ^(3.4). Retina display is the term that Apple Inc. created, for the pixel density in a device. In a simple way those statement, can be restating what Apple Inc. always does in their product. It is also the kind of restatement in their commercial the word, like thin and light in *a thinner, lighter, and 30 percent more power efficient.* ^(3.9). In addition, the advertiser here wants to add the new ability of MacBook especially in their power ability.

The next scene is displaying the new technology in MacBook's track pad, it stated by the voice over *we've designed the force sensing multi-touch track pad, this adds a new dimension of interaction.* ^(3.6) then it is continued *so now instead of just seeing what's happening on the screen, you feel it too.* ^(3.7) it denotes that when we click the track pad, instead of giving impact on the screen, the sense will also impact on our finger. Besides that, Apple Inc. also fix their problem of their battery that most of the smartphone's user know that the battery life of Apple's products are

low. The voice over said *designed new battery technologies* ^(3.8), here, it means they try to fix their big problem on battery life.

In the next scene, they also make a comparison between this MacBook and the previous MacBook, it is stated *it's actually found in two thirds smaller in any redesigned before.* ^(3.5) that means the size is smaller than the previous one. After that, they tell about the reason why the size is smaller by saying *the fundamental goal was to eliminate the need for veins, fans or any moving parts allowing it to operate in silence.* ^(3.10). Definitely, it is fixing the problem of all notebook-computer. Usually, when a notebook is charging, and there are a lot of applications that are opened, the fans will make noise that can annoy the user when they are concentrating on their work.

For showing the other capability of the MacBook, again, the advertiser restate, thin and light in *"To This product is not only thin and light"* and then they introduce the need of the consumer *"When you actually need to plug in"* which tells about the interface of the MacBook, then they add *"The new USB type c connector is a single pool, for charging, video output and data transfer"* that denotes the capability of a single interface on a MacBook that can cover some functions, such as charging and transferring data. They also add the benefit of having small size on a MacBook, they said *the result to all of this is a product that is only 13-point-one millimeters thick and weights just two pounds* ^(3.11) that explains the thickness and weight of this product.

In the ending part of this video commercial, to represent that this product is very powerful they use the word "uncompromising", in the statement *"to create the*

new MacBook we were uncompromising, in its design and engineers” and in the statement *“We said a new standard for portability”* it is, for challenging all their competitors, they said *“new standard”* especially in the portability of a notebook-computer. And finally, they close the commercial with a statement that this is the best MacBook that they have created on the utterance *to deliver what we believe is the best MacBook yet.* (3.12)

Analysis

Completing the answer of the first problem of the study, the researcher focuses on giving the types of persuasive techniques that are used in the MacBook advertisement. Therefore, the researcher pays his attention on every statement that are spoken by the voice over in this ads to identify the types that are used. According to the datum and the context of the advertisement above, the researcher found six types of persuasive techniques that the advertiser uses, there are rationalization, suggestion, conformity, displacement, and projection. The explanation and the function of the techniques of persuasion has already described in chapter two (See Chapter 2.8).

In showing the way persuasive techniques are applied in this advertisement, the researcher explains the findings of this advertisement. It is started with the statement in *the new MacBook is the result of collective obsession.* In phrase *result of collective obsession* (3.1) here, it illustrates that Apple Inc. has succeeded in creating a product which is able to unite the people desires, it can also be interpreted as, MacBook, is a perfect product that has succeeded in uniting various ideas

notebook users. It is clearly understood that the statement above was using the technique of suggestion.

Then, in the utterance *to create the most efficient design possible*.^(3.2) The word to take a note here is *the most efficient design possible* that in this context, the advertiser wants to show the public that Apple Inc. is always providing highly efficient product design, especially in this case, in the notebook-computer segment. These are, actually, the same with the public's perception, especially the users of Apple products. Thus, the statement above can be classified as the techniques of rationalization.

In the sentence *it's a product that could not exist without the invention across many disciplines*.^(3.3) This sentence belongs to the suggestion technique because there is not any statement in the previous or next sentence that explains the message of this sentence clearly, especially in the section *across many disciplines*. Therefore, it is considered as suggestion technique, rather than rationalization.

In statement, *a retina display which delivers the very best viewing experience*.^(3.4) Those statement is highlighting the advantage of the features, which in this case is the viewing experience. It is showing the ability of the retina display which then this statement is classified in projection. Projection is a kind of technique which is emphasizing statement that contains the advantages of product. Therefore, all the findings above are categorized as projection.

Displacement was found three times in this advertisement. First, it was found in *it's actually found in two thirds smaller in any redesigned before*.^(3.5) The words *smaller*, and *before* are showing comparison with certain thing, it can be

more intended, that it is a comparison with previous MacBook products. Second, it was found in *a thinner, lighter, and 30 percent more power efficient.* ^(3.9) In a word *thinner* and *lighter*, the suffix *-er*, also the word that was used to compare. If the intention of the statement is specifically comparing with previous versions of the MacBook, the latest product is clearly the best. The use of comparison or replacement is the part of a displacement technique.

The other projection technique is in a series of utterances *we've designed the force sensing multi-touch track pad, this adds a new dimension of interaction.* ^(3.6)

The word *a new* in the sentence is trying to give an explanation of the new advantages of this product. The word *new* is also found in developed new battery technologies that had the same meaning with the previous statement. And also found in *designed new battery technologies* ^(3.8) In short, based on description that have explored above, those findings in this type are showing the advantages of MacBook. Projection is a kind of technique which is emphasizing statement that contains the advantages of product. Therefore, all the findings above are categorized as projection.

The technique of conformity was only used once in this advertisement by the advertiser. The only statement that researcher found was in *so now instead of just seeing what's happening on the screen, you feel it too.* ^(3.7) In this case, the voice over were talking about the ability of MacBook's track pad, that in this time, it was more like human's skin in which when the user pressed his fingers on the track pad, the pressure will give more sense to the user's finger. To make it similar with the human's skin, it is the application of conformity.

In statement *the fundamental goal was to eliminate the need for veins, fans or any moving parts allowing it to operate in silence.* ^(3.10) The word *to operate in silence*, indicates that MacBook is able to operate without any noise, especially from fans or other components that cause noises. Apple Inc., here, is not only providing solutions to the problems on the annoying voice in the MacBook, they also prove the findings of the first statement that they are trying to make products as efficient as possible.

Then, in statement *the result to all of this is a product that is only 13-point-one millimeters thick and weights just two pounds* ^(3.11) that meets the needs of today's society. The proof is in *weights just two pounds* which indicates that the product is not too heavy and also different from the general notebook-computer that weighs 5 pounds or more. By providing a solution to the community, it is categorized as rationalization.

The last can be found in *to deliver what we believe is the best MacBook yet.* ^(3.12) The word *the best MacBook yet* does not equivalent to the reality in the technology market, where in the specification, there are some products of Apple MacBook in which the quality far above this MacBook, so this product should not be called as *the best*, hence, to increase the number of sales, of course, the advertiser uses it to attract people's attention, especially for Apple products lover. In addition, for bringing illogical idea, this statement can be categorized as suggestion. This statement is also categorized as displacement because there is word *yet* which refers to compare with the previous product.

3.2 Research Discussion

In this section, the researcher discusses the findings of this study. Persuasive technique is an important part to persuade the intention of the viewer to buy a product or service. According to Gorys Keraf (2004) techniques of persuasion is divided into seven elements, there are rationalization, identification, suggestion, conformity, compensation, displacement, and projection. Moreover, this study is focused on persuasive technique used by the Apple Inc. advertisement.

In the previous subchapter, the researcher analyzed three advertisements from Apple Inc. which became the data of this study. From three data that the researcher has analyzed, the researcher found fifty statements that contained the techniques of persuasion. The researcher has mentioned all of the statements which contain techniques of persuasion in the data analysis in the previous subchapter and also in appendix (see Table of the Research Findings).

3.2.1 Types of Persuasive Techniques Used in Apple Inc. Advertisement

The first data that are analyzed by the researcher is the iPhone 6S advertisement. From the amount of sixteen statements, the researcher found three statements that use rationalization technique (18.75%), four statements that use identification technique (25%), two statements that use suggestion technique (12.5%), two statements that use conformity technique (12.5%), one statement that uses displacement technique (6.25%), and four statements that use projection technique (25%). The techniques of persuasion in this advertisement that mostly

used are identification and projection technique. Identification means recognizing circumstance, while projection is making the subject as the object (showing advantages). By mixing both techniques to dominate other techniques in this advertisement, the advertiser wants to show the viewer that iPhone 6S is a product that can be used for all-ages. Besides, the advertiser also wants to show the viewer about all new features on iPhone 6S which are different with the previous version.

The second data of this study is the iPad Pro advertisement. From the amount of twenty statements, the researcher found four statements that use rationalization technique (20%), one statement that uses identification technique (5%), two statements that use suggestion technique (10%), one statement that uses conformity technique (5%), four statements that use displacement technique (20%), and eight statements that use projection technique (40%). The technique of persuasion in this advertisement that mostly used is projection technique. In this advertisement, the advertiser like wanted to emphasize on the advantages of using iPad Pro. It was proven by the margin of projection technique with the others that mentioned before, the advertiser uses projection technique eight times rather than other techniques of persuasion.

The last data of this study is Apple MacBook advertisement. From the amount of fourteen statements, the researcher found three statements that use rationalization technique (21.43%), three statements that use suggestion technique (21.43%), one statement that uses conformity technique (7.14%), three statements that use displacement technique (21.43%), and four statements that use projection technique (27%). The technique that the researcher could not find in this advertisement are identification and projection. The technique of persuasion in this

advertisement that mostly used is also projection technique. Even projection became the technique that mostly used, it still balances with the other. It was proven by the margin between techniques are only a few, which makes this advertisement does not have a technique which is dominating the others. By seeing this, the researcher thought that the advertiser wants to introduce this product comprehensively to the viewer.

3.2.2 The Similarities and Differences of Persuasive Techniques Used in Apple Inc. Advertisement

The similarities that found in this study was the researcher could not find any statement or utterance that refers to compensation technique. It is because the advertiser did not want to make an act or the result of an effort to find a substitution thing which is un-acceptable.

In addition, the percentage of every technique of persuasion found in all advertisements are rationalization with 20%, identification with 10%, suggestion with 14%, conformity with 8%, displacement with 14%, and projection with 32%. In accordance with the percentage, projection technique becomes the most applied technique in all Apple advertisements that have analyzed in this study. According to Gorys Keraf (2004:131) projection is a technique to make subject become the object. In addition, projection is a technique which presents the advantages of the product to show the differences with other. The advertiser used this technique because the advertiser wants to show the advantages of their product. By showing the advantages, it will make the consumer wants to buy their product.

The difference that was found by the researcher is the use of identification technique in Apple Inc. advertisements. In the first and second advertisement the advertiser uses the identification technique. However, in the third advertisement, the advertiser did not use it. There is no statement that is referred to the identification technique. Identification means recognizing the circumstances. The advertisers have to analyze the consumers and the situation accurately. Whether they are adult, teenager, children, even identify their job, businessmen, student, teacher, and etc. This technique is important for advertiser because they will be able to promote the products easily. It seems that in the third advertisement, the advertiser has already mentioned this technique to the previous advertisement of MacBook. Therefore, it can be that the advertiser did not think that the advertiser has to add the statements that refer to identification.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

According to the data presentation and discussion in the preceding chapter, the following conclusion and suggestions are formulated.

4.1 Conclusion

The study of persuasive techniques used in Apple Inc. advertisement results on some types of the techniques that the advertiser used and also how the way it is used.

In the iPhone 6S and iPad Pro advertisement, the researcher found six elements of persuasive techniques that was used by the advertiser, there are rationalization, identification, suggestion, conformity, displacement, and projection. And for the MacBook commercial, the researcher only found five types, there are rationalization, suggestion, conformity, displacement, and projection. Meanwhile, for the type that cannot be found in this study, it is because there are no utterances, phrases or sentences that are spoken or written by the advertiser that refer to those techniques. The researcher found that in every advertisement, the advertiser never uses compensation technique. It is probably because the advertiser did not want to make any utterance or statement that makes the viewer look for another product and make a comparison with certain Apple Inc.'s product.

Based on the researcher's analysis, the way persuasive technique applied in Apple Inc. advertisement is always use and emphasize a projection technique. It

can be look by the percentage of projection technique which is dominating the other technique in this advertisement. This technique is a technique that the advertiser frequently uses in each of Apple Inc.'s advertisement. Projection technique makes the product that wants to display in the advertisement as object, not subject. Therefore, it makes the product looks better than the others, because the advertiser shows the advantages of using their product.

4.2 Suggestions

After finishing this study, the researcher admits there are still several weaknesses and limitation of this study that should be continued by the next researchers. The researcher suggests to the next researchers that to get the data, not only in a video commercial, but also in their printed version, so it will be more comprehensive in a study that related to this field. In short, the researcher hopes that the next study in this field will give better, richer and more contribution to the study of language.

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APPENDIX

The Table of the Research Findings

Elements of persuasive techniques	Apple Inc.'s Advertisement		
	iPhone 6S	iPad Pro	MacBook
Rationalization	<p>1. It responds to the pressure of your finger, So you can peek into stuff and pop stuff open (1.2)</p> <p>2. Read a text, read an email, read the news, (1.4)</p> <p>3. Pay at more places like this (1.6)</p>	<p>1.to give multi-touch a greater level of precision, (2.3)</p> <p>2.this is the first iPad to automatically adjust (2.6)</p> <p>3.this leads to greater energy efficiency, and the all-day battery life you would expect (2.7)</p> <p>4.its four speakers give iPad pro, a powerful acoustic output and dynamic range (2.9)</p>	<p>1. to create the most efficient design possible (3.2)</p> <p>2. a fundamental goal was to eliminate the need for veins, fans, or any moving parts allowing it to operate in silence (3.10)</p> <p>3. the result to all of this, is a product that is only 13 point one millimeters thick and weights just two pounds (3.11)</p>

<p>Identification</p>	<p>1. Which changes how you play a song (1.3)</p> <p>2. Read a text, read an email, read the news, wait you read the news (b: yep) , of course you do (1.5)</p> <p>3. The camera shoots 4k video now, which changes how your movies look, nice (1.9)</p> <p>4. Even selfies have changed, now your screen is the flash (1.10)</p>	<p>1.with people using iPad in more and in different ways (2.10)</p>	<p>-</p>
<p>Suggestion</p>	<p>1. not much has changed, Except (1.1)</p>	<p>1.iPad has always been uniquely immersive (2.1)</p>	<p>1. The new MacBook is the result of collective obsession (3.1)</p>

	<p>2. (the only thing that change is everything) (1.13)</p>	<p>2.that allows you to be more productive and more creative (2.14)</p>	<p>2. it's a product that couldn't exist, without the invention across many disciplines (3.3)</p> <p>3. to deliver what we believe is the best MacBook yet (3.12)</p>
<p>Conformity</p>	<p>1. Bill hader: hey siri, show me photos of tortellini, Siri: here are some images of tortellini (1.8)</p> <p>2. that's gonna get, like a million lights, (thanks) (1.11)</p>	<p>1.our goal in designing iPad pro was to engineer a device (2.13)</p>	<p>1. so now instead of just seeing what's happening on the screen, you feel it too (3.7)</p>
<p>Compensation</p>	-	-	-
<p>Displacement</p>	<p>1.And siri is more</p>	<p>1.it's actually the most</p>	

	<p>helpful than ever (1.7)</p>	<p>advanced display we've made. (2.4)</p> <p>2.it has the highest resolution of any iOS device. (2.5)</p> <p>3.the first iPad to automatically adjust (2.6)</p> <p>4.iPad pro enables tools and interactions, that just haven't been possibly before (2.12)</p>	<p>1. a thinner, lighter, and 30 percent more power efficient (3.5)</p> <p>2. it's actually two thirds smaller in any redesigned before (3.9)</p> <p>3. to deliver what we believe is the best MacBook yet (3.12)</p>
Projection	<p>1. So you can peek into stuff and pop stuff open (1.2)</p> <p>2. The camera shoots 4k video now, which changes how your movies look, nice (1.9)</p>	<p>1.it begins with a 12.9 inch retina display (2.2)</p> <p>2.give multi-touch a greater level of precision, (2.3)</p> <p>3.the highest resolution of</p>	<p>1. a retina display delivers the very best viewing experience (3.4)</p> <p>2. a design that thinner, lighter , and 30 percent more power efficient (3.5)</p>

	<p>3. now your screen is the flash (1.10)</p> <p>4. actually photos themselves have changed, they move now, you just touch them (1.12)</p>	<p>any iOS device (2.5)</p> <p>4.the first iPad to automatically adjust (2.6)</p> <p>5.greater energy efficiency and the all-day battery life you would expect (2.7)</p> <p>6.Developing an entirely new four speaker architecture. (2.8)</p> <p>7.Its magnetic contacts relay both power and data, by directionally. (2.11)</p>	<p>3. we've designed the force sensing multi-touch track pad, this adds a new dimension of interaction (3.6)</p> <p>4. developed new battery technologies (3.8)</p>
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