

**PERSUASIVE STRATEGIES USED IN SLOGAN OF  
IPHONE ADVERTISEMENTS**

**THESIS**



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**MAULANA MALIKI IBRAHIM STATE ISLAMIC UNIVERSITY**

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PERSUASIVE STRATEGIES USED IN SLOGAN OF  
IPHONE ADVERTISEMENTS

THESIS

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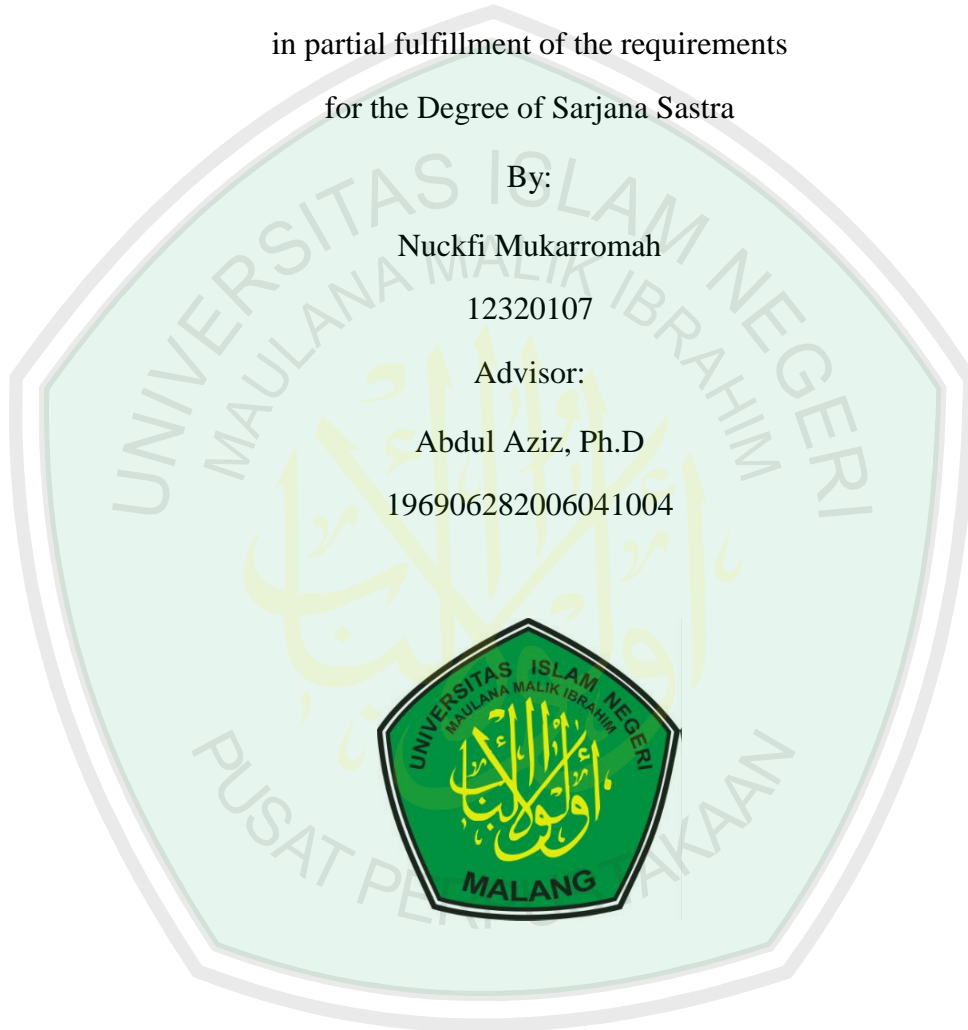
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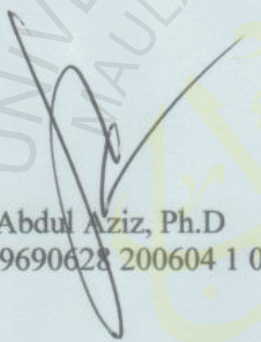
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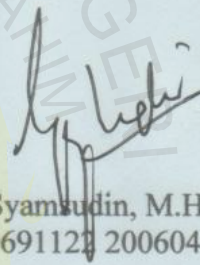
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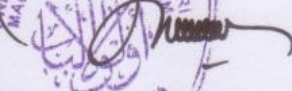


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## STATEMENT OF THESIS AUTHORSHIP

I state that my thesis entitled “Persuasive Strategies Used in Slogan of iPhone Advertisements” does not include any works which have been previously submitted at any institutions of higher education, and to the best of my knowledge, this thesis does not incorporate to any works or opinions that have been previously written or published by any authors, except for those which are referenced in the text and listed in the bibliography. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim from others.

Malang, 20 June 2016



*Nuckfi Mukarromah*  
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## MOTTO

“قل لو كان البحر مدادا لكلمت ربي لنفد البحر قبل ان

تنفد كلمت ربي ولو جئنا بمثله مددا”

“Say, If the sea becomes the ink for (writing) the words (knowledge) of my Lord, verily the sea would be used up before the words of my Lord were exhausted, even though we brought the like thereof to help”

**Al-Kahfi 109**

## DEDICATION

This thesis is dedicated to my parents, H. Karjan and Hj. Ngatining, my sisters, HernikHariati and YuniAsharoh and my bestfriend, Zain who has always support and prays for me.

## ACKNOWLEDGEMENT

All praises are due to Allah SWT who always blesses me in every second of my life until I can finish this thesis under the title “Persuasive Strategies Used in Slogan of iPhone Advertisements. Peace and salutation to Prophet Muhammad SAW who has guided us from the darkness to the lightness.

I realize that my thesis will never finish without help, support, and prayers from the people around me. Therefore, I would express my biggest thanks for my beloved parents who always love me and support me in everything that I do. Special thanks to my sisters and brothers in law for always love and treat me as their young sister and their child.

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I also would like thanks to all my friends at the English Language and Letters Department from 2012 period who have helped and supported each other in completed this study since four years. We have passed the happiness and sadness together and become the shoulder of one and another. I also would express my deep thanks to my “Husnul Khotimah” fellows, who always company me, listen to me, motivate me and give me a warm affection.

Moreover, for my “PejuangSkripsi” friends who always support me and inspire me during my senior high school until my university study. I also don't forget to say thanks to a lot of my un-biological sisters and brothers of

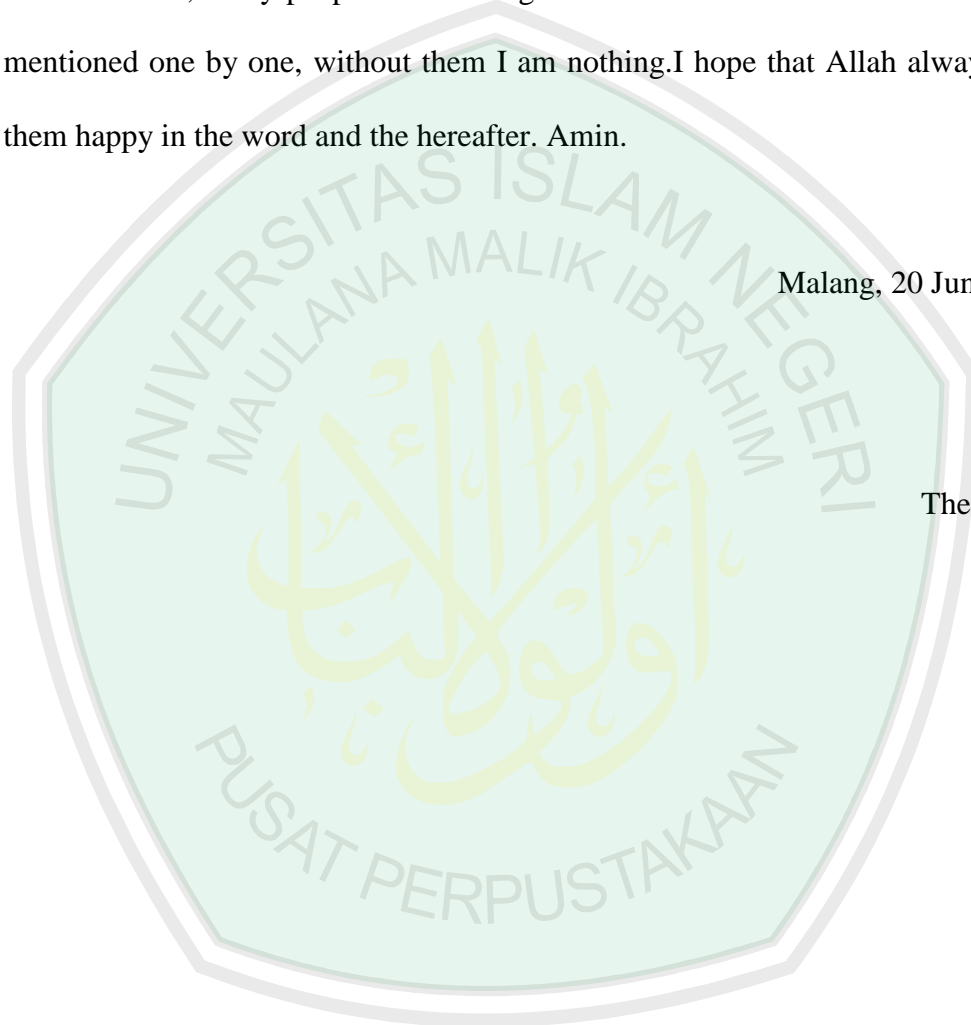


“Com@tA3” who always teach me how the way to smile and laugh in every condition of my life. I would also want to say thanks to my partners of the same advertiser, Uswah, Evin and Arendra who always help me in the process of finishing my thesis.

At last, every people who have gave me lessons and loves that cannot be mentioned one by one, without them I am nothing. I hope that Allah always give them happy in the word and the hereafter. Amin.

Malang, 20 June 2016

The Writer



## ABSTRACT

**Mukarromah, Nuckfi.** 2016. *Persuasive Strategies Used in Slogan of iPhone Advertisements*. Thesis, English Letters and Language Department, Faculty of Humanities, Maulana Malik Ibrahim Malang State Islamic University, Malang. Advisor: Abdul Aziz, Ph. D.

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**Keywords:** Persuasive strategies, Slogan, iPhone advertisements.

This research investigates the persuasive strategies used in slogan of iPhone advertisements. The investigation focuses to find out the kind of persuasive strategies in slogan of iPhone advertisements and also the way the advertiser implemented persuasive strategies in slogan of iPhone advertisements. Persuasion is communicative function use to persuade people in many different situations through language. Mostly, people use persuasion to achieve the goal of the communication. It is frequently used in the advertising to persuade the consumers to buy their products.

This research is a descriptive qualitative research and uses discourse analysis approach. The data of this research are all sentences, utterances and pictures in the iPhone advertisements which contain and perform persuasive strategies. The researcher uses Gory'skeraf and Aristotle theory about persuasive strategies to analyze the data collection.

Based on the data analysis, the researcher found that there are six kinds of persuasive strategies used in slogan of iPhone advertisements. They are rationalization, identification, hypnotic, conformity, compensation, and displacement strategy. The most frequent strategy used in slogan of iPhone strategy is rationalization, compensation, and hypnotic strategy. The advertiser used ethos, logos and pathos techniques in implementing the persuasive strategies in slogan of iPhone advertisement. Mostly, the advertiser showed the credibility and superiority of each iPhone in every advertisement (ethos). The advertiser also chooses strong and convincing words in the slogan of statements. Besides, the advertiser also combines with display screen of the superiority application as the evidences (logos). In addition, the advertiser also tried to take the consumer's emotion to get their attention (pathos). It makes the advertisement more interesting and convincing.

Finally, the researcher hopes that this research will give contribution to the students in learning persuasive strategies and for the next researchers who interested in persuasive strategy.

## مستخلص البحث

مكرمة، نكفي. 2016. الاستراتيجية المقنعية التي استخدمت في شعار إعلان الهاتف المحمول iPhone. البحث العلمي. قسم اللغة الإنجليزية وأدائها. كلية الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: عبد العزيز الماجستر.

### الكلمة الأساسية: استراتيجية المقنع، شعار، إعلان الهاتف المحمول iPhone

هذا البحث يبحث عن الاستراتيجية المقنعية التي استخدمت في شعار إعلان الهاتف المحمول iPhone. ركز هذا البحث لوجود أنواع الاستراتيجية المقنعية في شعار إعلان الهاتف المحمول iPhone وكذلك كيف أطبق صانع الشعار الاستراتيجية المقنعية في شعار إعلان الهاتف المحمول iPhone. المقنع هو الهدف الاتصالي الذي استخدم لتغيير الشخص وتأكيده في الأحوال المختلفة بوسيلة اللغة. استخدم معظم الناس المقنع لحصول الهدف عند الاتصال. والإعلان أكثر استخداما في الإعلانات لتغيير المستهلك ليشتري نتاجهم. هذا بحث وصفي كيفي ويستخدم مدخل تحليلي المعلومات. وأما البيانات من هذا البحث هي كل نوع من الجملة والكلمة والصورة في إعلان الهاتف المحمول iPhone الذي يشمل على الاستراتيجية المقنعية. أخذت الباحثة نظرية الاستراتيجية المقنعية لغريش كراف (goryskeraf) و ارسنوتيل (Aristotle) لتحليل البيانات.

بناء على البيانات المكتوبة، وجدت الباحثة ستلاستراتيجيات المقنعية المستخدمة في إعلان الهاتف المحمول iPhone. وهي ترشيد وتعريف وتنويم وتسوية وتبديل وتنقيل الاستراتيجية. وكيفية استخدامها صانع الإعلان لتطبيقا لاستراتيجية المقنعية في شعار إعلان الهاتف المحمول iPhone متنوعة كثيرة باستخداما لاستراتيجيات الستة في كل إعلان. وكثير من صانعي الإعلان يحاول أن يظهر الفرق من المزايا في كل الهاتف المحمول. وكذلك اختار صانع الإعلان الكلمات القوية التي تؤكد الشعار. ومع ذلك خلطها صانع الإعلان بإظهار صورة الشاشة مع مزية الأشياء الهاتفية في الإعلان. وذلك سوف يجعل الإعلان ملفاتا ومأكدا أكثر من قبل. انتهاء، رجحت الباحثة أن يكون هذا البحث نافعا للطلبة في التعليم عن الاستراتيجية المقنعية وكذلك للباحث الآخر الذي يريد أن يبحث عن الاستراتيجية المقنعية.

## ABSTRAK

**Mukarramah, Nuckfi.** 2016. *Strategi Persuasif yang digunakan pada slogan iklan iPhone*. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Abdul Aziz, Ph. D.

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**Kata kunci: Strategi persuasive, Slogan, Iklan iPhone.**

Penelitian ini meneliti tentang strategi persuasif yang digunakan pada slogan iklan iPhone. Penelitian ini difokuskan untuk menemukan macam-macam strategi persuasive pada slogan iklan iPhone dan juga bagaimana pembuat iklan mengimplementasikan strategi persuasive pada slogan iklan iPhone. Persuasi adalah fungsi komunikatif yang digunakan untuk membujuk dan meyakinkan seseorang di berbagai keadaan yang berbeda melalui perantara bahasa. Kebanyakan orang menggunakan persuasi untuk mencapai tujuan mereka berkomunikasi. Dan persuasi paling sering digunakan pada iklan atau sponsor untuk membujuk konsumen agar membeli produk mereka.

Penelitian ini merupakan penelitian deskriptif kualitatif dan menggunakan pendekatan analisis wacana. Sedangkan data pada penelitian ini adalah segala bentuk kalimat, ujaran dan gambar yang ada pada iklan iPhone yang mengandung strategi persuasif. Peneliti menggunakan teori strategi persuasive menurut Gorys Keraf dan teknik persuasi menurut Aristotle untuk menganalisis data.

Berdasarkan data yang telah dianalisis, peneliti menemukan 6 macam strategi persuasif yang digunakan pada slogan iklan iPhone. Strategi tersebut yaitu rasionalisasi, identifikasi, hipnotis, persesuaian, penggantian dan pemindahan strategi. Strategi yang paling banyak digunakan yaitu rasionalisasi, penggantian dan hipnotis strategi. Pembuat iklan menggunakan teknik ethos, logos dan pathos dalam mengimplementasikan strategi persuasive pada slogan iklan iPhone. Kebanyakan, pembuat iklan berusaha memperlihatkan perbedaan keunggulan yang dimiliki pada setiap iPhone (ethos). Pembuat iklan juga memilih kata-kata yang kuat dan meyakinkan pada slogan. Disamping itu, pembuat iklan juga mengkombinasikannya dengan memperlihatkan gambar layar dengan keunggulan aplikasi yang dimiliki pada iklan (logos). Dan juga, pembuat iklan berusaha untuk mendapatkan respon emosi dari pembeli untuk mendapatkan perhatian mereka. Hal tersebut yang akan membuat iklan menjadi semakin menarik dan meyakinkan.

Pada akhirnya, peneliti berharap agar penelitian ini akan memberikan kontribusi untuk para pelajar dalam mempelajari tentang strategi persuasive dan juga untuk peneliti selanjutnya yang tertarik untuk meneliti tentang strategi persuasif.

## TABLE OF CONTENTS

<b>TITLE SHEET</b> .....	<b>i</b>
<b>APPROVAL SHEET</b> .....	<b>ii</b>
<b>LEGITIMATION SHEET</b> .....	<b>iii</b>
<b>STATEMENT OF THESIS AUTHORSHIP</b> .....	<b>iv</b>
<b>MOTTO</b> .....	<b>v</b>
<b>DEDICATION</b> .....	<b>vi</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>vii</b>
<b>ABSTRACT</b> .....	<b>ix</b>
<b>TABLE OF CONTENTS</b> .....	<b>xii</b>
<b>CHAPTER I: INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Study .....	1
1.2 Research Questions .....	8
1.3 Research Objectives.....	8
1.4 Research Significance .....	8
1.5 Scope and Limitation .....	10
1.6 Definition of the Key Terms .....	10
1.7 Research Method.....	11
1.7.1 Research Design .....	11
1.7.2 Research Instrument .....	12
1.7.3 Data Source .....	12
1.7.4 Data Collection .....	13
1.7.5 Data Analysis .....	13

<b>CHAPTER II: REVIEW OF RELATED LITERATURE.....</b>	<b>15</b>
2.1 Discourse Analysis.....	15
2.2 Persuasion .....	16
2.3 Persuasive Strategies.....	18
2.4 Advertisement .....	21
2.5 The Characteristics of Good Advertisement.....	22
2.6 The Way to Persuade Consumers.....	24
2.7 Slogan.....	25
2.7 Language of Advertisement.....	27
2.8 Previous Studies.....	28
<b>CHAPTER III: FINDINGS AND DISCUSSIONS .....</b>	<b>32</b>
3.1 Findings and discussions.....	32
3.1.1 Kinds of Persuasive Strategies.....	32
3.1.1.1 Rationalization Strategy.....	34
3.1.1.2 Identification Strategy .....	41
3.1.1.3 Hypnotic Strategy .....	43
3.1.1.4 Conformity Strategy .....	50
3.1.1.5 Compensation Strategy.....	51
3.1.1.6 Displacement Strategy.....	61
3.1.2 Ways to Persuade Consumers.....	63
3.1.2.1 Ethos .....	64
3.1.2.2 Pathos.....	65
3.1.2.3 Logos .....	65

<b>CHAPTER IV: CONCLUSION AND SUGGESTION .....</b>	<b>66</b>
4.1 Conclusion .....	66
4.2 Suggestion .....	68
<b>BIBLIOGRAPHY .....</b>	<b>70</b>
<b>APPENDIX</b>	



# **CHAPTER 1**

## **INTRODUCTION**

This chapter explains the background of the study, the research questions, the significant of the study, the objective of the study, the scope and limitation, the definition of the key terms, the research design, the research instrument, the data source, the data collection and also the data analysis.

### **1.1 Research Background**

Language is the most significant part in human life. People use language to communicate and socialize with other people to transfer information from the speaker to the listeners. In transferring the message from the speaker to the listeners, the speaker always has purposes on stating the utterances, whether only to give information, ask to do something or to persuade the listeners to think or act as the speaker stated. Mostly the aim of communication is persuasion. People who use persuasion in their communication, they may feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and community (Mulholland, 2005). Persuasion can help people on extending their messages and purposes smoothly with using polite ways. Thus, people use persuasion to achieve the aim of their communication.

In addition, people will use convincing language to persuade other people or hearers. The language used has some tactics to make sure that the hearers believe on what the speaker stated. In linguistics, the way people persuade other people to think or act as the speaker stated with some tactics called persuasive



strategy. According to Perloff cited in *About Education article* (2015) stated that persuasion defined as a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice. People use persuasive strategy to convince other people with our statement and make them agree, then accept our argument and finally adopt our way of thinking.

Nowadays, information easily spread in every country as the growth of the technology and it was always have some purposes such as persuading, especially in marketing. A company will make an advertisement as interest as possible to persuade the consumers to buy or use their product. In this part, the use of persuasive strategies in advertisement has big role to attract the consumer's intention and increase the outcome of the company. Advertisement is field to inform the consumers about the product. Vaicenoniene (2006) argued that the goal of advertisement is to persuade readers and consumers to act or think in a textually determiner way in order to boost sales of particular commodities and services.

Advertising in this modern era can be found everywhere such as on the television, on the magazine, on the newspaper, on the road, attached on the wall or on the trees, on the supermarket and other places. Advertisement has become part of human daily life. People cannot live separately with advertisements. For that reason, it is inevitable for people to ignore with the significant of advertising. As what Cook (1996) stated that advertising is not some external curiosity which

people examine, from which people are separate and superior, but something of which people are part, and which is part of them.

The advertisements which people already read it or found it in their daily life will give an impact to the readers whether like or not. It also will bring the readers to take an action from what they have read, now or future. According to Richard & Curran (2002) defined that advertisement is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. Mediated communication means communication which is conveyed to an audience through print, electronics, or any method other than person-to-person contact.

From the discussion above about advertisement, the main purpose of advertisement is to persuade the readers to agree with their argument in it then take an action by buying and using their product. In this side, advertisers will use some strategies in the language used in the advertisements. Hence, one of the advertisement means is language besides the use of visual and design. The language used in advertisement has very significant rule to influence the readers and take the consumer's attention. Persuasive strategies will help the advertisers, how to get the reader's attention in the form of sentences and texts with unintentionally way.

Advertisers will use language quite distinctively in advertisement. It is different with language that people commonly used, it is more has power, positive and convince word since English words have many synonyms to represent the same meaning. Sometimes advertiser also makes unique and controversial

sentences in advertisement. There are advantages in making bizarre and controversial statement in unusual ways as well as communicating with people using simple, straightforward language. Then they break the rule of language, use words out of context and even make up new one to get an effect for who read it (Vasiloaia, nd). Advertisers manipulate language devices to attract them and used interesting words that can make sure the consumers to use and buy the product. Further, a lot of text used in advertising does not adhere to some of norms that are conventionally adhered to in natural language; most of the sentences are breaking the rule of language structure (Samaru, 2001).

Talking about advertisement, one kind of advertisements that take big role in the daily life is about smartphone advertisement. People can find it in every seconds of our time in television, radio, magazine, newspaper or slogan. There are many kinds of smartphone advertisements promote their products. Recently smartphone become significant tool that everyone has and needs to communicate with others. The one needs the multipurpose smartphone in his or her daily activities, one tool but can manipulate as many things. They need the simple one but provide many applications. Therefore, there are many smartphone companies generate their product become the best smartphone that everyone needs it. On the other side, besides make an improvement on their product, the company also used such as attractive advertisement in persuading the consumers to make them buying their product. This advertising part also becomes important part in promoting the product to the consumers.

Consequently, in modern era, people found many product of smartphones with it superiority. Each product shows the superiority of their product. But with the different kind of smartphones in this era appears, only few of them can survive from the war of marketing until this period. Nevertheless, iPhone as the one antecedent smartphone product still become the favorite and popular smartphone in the world even there are many other smartphones product. The researcher argued that one thing makes the consumers interested in is on the application and iOS as the mobile operating system which cannot be found in the other smartphone. iPhone which has different prominent application for every variety product, make it different from other smartphone. In this part, the rule of advertisement to inform and show what the different application in iPhone.

The language use in advertisement on promoting the product shows what the superiority of the product is. The sentences and utterances in advertisement represent the product. In this point of view, the ways and strategies which they use in persuading the readers on the slogan of iPhone advertisement has the big role beyond it. Consumers know the superiority of the iPhone product and interest in from the attracting language which shows in the advertisement. The sentences on the slogan in every kinds of iPhone advertisement are different each other. Every slogan focuses on the main superiority application on the product.

There are some researchers which also concern their research on the persuasive strategies such as Budiani (2014) investigated on the persuasive strategies used by Maybelline and L'Oreal cosmetics advertisement. She used Keraf and Aristotle theories in analyzing the data collection. The type of strategies

identified from the sentences used by the presenters. However, the exertion of persuasive strategies in the advertisement shows not only from the creativities of the advertisers in choosing the words but also the usage of idol as the object of the advertisement to get the consumer's attention. After doing the analysis, the researcher found that most of English language in Maybelline and L'Oreal cosmetics advertisement used some type of persuasive strategies, they are suggestion, rationalization, identification and conformity. In addition, the researcher also found the mode of persuasion by Aristotle theory, namely personal characters.

Another relevant researches carried by Zainuddin (2010), in his thesis he investigated the type of persuasive strategy and the implementation process used by David Cameron in his political campaign speeches during 2009-2010 United Kingdom Prime Ministerial election. He used Aristotle theory to analyze the data. The researcher divided David Cameron speeches into three parts there are Ethos, Pathos and Logos. In his speech during the campaign, he used those three kinds of persuasive strategy to persuade the audients. In the political campaign speech, most of the speaker will always use persuasive strategies to get more follower to choose her or his.

Hamida (2015) also focused her research on persuasive technique used by Imam Yahya Mohammad Al-Hussein in his Islamic sermon. In this research, she used Sunarjo's theory of persuasion in analyzed the data. She found there are four categories of persuasive technique used by Imam Yahya Mohammad Al-Hussein, those are pay off idea and fear arousing technique, empathy technique, packing

technique and association technique. Pay of idea and fear arousing technique is the most technique used. Besides, she also found several functions of persuasive technique based on the context and the techniques used, those are encouraging and motivating the audience, giving warning, and reducing the boredom of the audience.

However, in this research, the researcher examines the use of persuasive strategies in slogan of iPhone advertisement as the main object. The researcher analyzes some kinds of slogan in iPhone advertisement with different type of iPhone smartphone to know what kind of persuasive strategies used in slogan of iPhone advertisement and how it is implemented in the advertisement. As the main slogan of iPhone, *Think Different*, has very big rule in persuading the consumers which is using some persuasive strategies. In the other hand, Lapsanska (2006) stated in his diploma thesis that advertising text may have a great value for analyses with many aspect of point of view, one of them is linguistic point of view. Linguist will concern and interested in the language of advertising to know how particular language works in the advertisement, how language can persuade the readers to act or think as the advertising wants and what kind of persuasive strategies used in the advertising.

Based on the above discussion, the researcher can state that investigating the persuasive strategies with the slogan of iPhone advertisement as the object is urgent to investigate. Persuasive strategy is one of the big rules on promoting the product, without it people may not interested on the product, especially in slogan of iPhone advertisement. Even though there are many kinds of smartphone with

low price than iPhone, many people still interested in using iPhone as their smartphone and they will feel proud and confident when use it. The popularity of the iPhone smartphone also has the interference on the advertising which makes the consumers feel proud and confident when using iPhone. Therefore, the way they persuade the consumers to buy their product is needed to be investigated

## **1.2 Research Question**

Based on the researcher states previously, the primary goal of the present research is to seek the answers to the following questions:

1. What the kinds of persuasive strategies are used in slogan of iPhone advertisements?
2. How the persuasive strategies are applied in slogan of iPhone advertisements?

## **1.3 Research Objectives**

Based on the research questions above, this research aims to:

1. Identify the kinds of persuasive strategies used in slogan of iPhone advertisements.
2. Describe the way of the persuasive strategies applied in slogan of iPhone advertisements.

## **1.4 Research Significance**

Based on the research question that the researcher mentioned above, the result of this research will give some contributions theoretically and practically.

Theoretically, it may give contribution for discourse analysis studies especially on the persuasion to enrich the example of persuasive strategies.

Practically, it will also give contribution to the advertisers in designing an advertisement. Designing advertisements is the important part to take costumer's attention. When it uses very well-strategies, the outcome of the product will increase. Besides, the result of this research also gives some advantages to the negotiators. Persuasion not only useful for advertisers, marketers or salesmen but also it helps people to become better negotiators. Negotiators means not only people who work to negotiate with colleagues but also useful for people in daily life to get what they wants, parents convince their child to hear their advice or persuading parent in asking money. Persuasion is one of pervasive component will melt in people's live without our awareness. Even though in the simple conversation, people use persuasion in their everyday communication.

In addition, the researcher hopes that this research can give additional information for the other researchers who interest and focus their investigation on persuasive strategies moreover on persuasive strategies used in smartphone advertisements. The finding of this research can be their references in investigating persuasive strategies at another area. It also gives different finding, then they can compare between them. It is also can used to give more examples for the EFL lectures in giving deeper understanding to the students about persuasive strategies. By giving real example and data, students can truly understand about the theory which applied in the data. Students can also know how uses the theory in analyzing the data not only the theory.



### **1.5 Scope and Limitation**

The researcher discusses the type of persuasive strategies and the implementation of persuasive strategies in the particular type of slogan as the main focus of the research. In this research, the researcher only discusses on the persuasive strategies in slogan of iPhone advertisements without focusing on the audio visual side of those advertisements. The research is limited on the type of persuasive strategies and how it used on slogan of iPhone advertisements. This may prevent the researcher to obtain more complete data on other various type of smartphone advertisement such as Samsung, Oppo, and Nokia. Besides, unfortunately the researcher is only able to work with the printed advertisement namely slogan of iPhone advertisement without investigating on video or visual iPhone advertisement as slogan is mainly found in printed advertisement.

### **1.6 Definition of the Key Terms**

To avoid misunderstanding about some basic concepts in this research, there are some explanations about the key terms used in this research that can help the readers in understanding this thesis.

**Persuasive strategy:** some strategies used in advertisement to attract the consumer's attention and convince the consumers to agree with their product, accept what they stated and buy their product.

Slogan : printed advertisement which shows with the picture of the product and some sentences as the definition and superiority of the product or service.

Advertisement : any kind of communication that used to draw the product or the services and used to persuade the audience to buy and use the product or service. The communication can be in the form of print, visual, and audio.

### **1.7 Research Methods**

In this research, the method of research plays an important role in implementing this research accordingly. The first section describes the design of the research, next is the instrument of the research. The third section describes data source that is used in this research, then some stages in collecting data. Finally, some steps to analyze all data to answer the research questions are explained.

#### **1.7.1 Research Design**

This research employs the particular method of qualitative method to examine the persuasive strategies used in slogan of iPhone advertisement. In this research, the data represented using words and focused on the utterances, sentences and pictures which appear in the slogan of iPhone advertisements. Besides, the researcher uses non participant observation in finding and analyzing the data. The researcher personated as the researcher neither advertiser nor consumer. In this research, the researcher tries to find as many as various varieties

of persuasive strategies in slogan of iPhone advertisement to provide the richness of data. The researcher uses discourse analysis approach in analyzing the slogan. Therefore, any kind of words, sentences, utterances or pictures which contain persuasive strategies in the slogan of iPhone advertisement are the data of this research that analyzed.

### **1.7.2 Research Instrument**

In this research, the researcher uses human instrument that other instruments cannot be done in this research, except the researcher itself since the researcher cannot directly interview people who are involved in slogan that are going to be investigated, such as advertiser or the idol. Thus, in order to investigate persuasive strategies used in the slogan, the researcher is the one who collects, investigates, and interprets the data that are already provided in this slogan.

### **1.7.3 Data Source**

In conducting this research, the researcher takes the slogan of iPhone advertisement as the source of data. In addition, the data in this research are sentences, utterances and pictures. The slogan of iPhone advertisement is chosen since there are varieties of persuasive expression in different slogan of iPhone advertisements. The researcher takes the data from the website <https://www.google.co.id/search?q=slogan+iphone+advertisement&biw=1600&bih=763&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwjT-dqjpMfLahWNno4KHRAvDLwQsAQIGA>. The researcher also searches the data

in the website [http://www.phonearena.com/news/The-evolution-of-Apples-iPhone-slogans-from-2007-to-2014\\_id63591](http://www.phonearena.com/news/The-evolution-of-Apples-iPhone-slogans-from-2007-to-2014_id63591) to enrich the data source.

#### **1.7.4 Data Collection**

In obtaining the maximum result of this research, the researcher focuses on stages of collecting data in detail. First of all, the researcher browsed some slogan of iPhone advertisement in the internet to get primary data. The researcher took any kind of slogan of iPhone advertisement. Second, the researcher chose the slogan of iPhone advertisement focusing on the variety of iPhone smartphone such iPhone 3G, iPhone 4, iPhone 5s, iPhone 5 sc, iPhone 6, iPhone SE slogan. Third, the researcher identified the slogan which has good characteristic of advertisement based on Whittier's theory.

#### **1.7.5 Data Analysis**

After collecting the data, the researcher analyzed them in some stages by using discourse analysis approach. First, the researcher classified the kind of persuasive strategies used in slogan of iPhone advertisement showing from the utterances, sentences and pictures. The classification of the kind of persuasive strategies based on the GorysKeraf's theory (2004) they are rationalization, identification, hypnotic, conformity, compensation, projection, and displacement strategy. Second, the researcher analyzed the usage of persuasive strategies used in slogan of iPhone advertisement based on Aristotle theory (1954), those are ethos, pathos and logos. The usage of the persuasive strategies can be shown from the utterance, context and the picture show on the slogan. The last is the

researcher drew conclusion from the result of the analysis and gave suggestion for the next researchers who want to research this topic deeply. In the first stage, the researcher answered the first research question and for the second research question answered in second stage.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter contains some theories and references which are related to the research. It covers discourse analysis, persuasion, persuasive strategies, advertisement, the characteristics of good advertisement, the way to persuade consumers, slogan, language of advertisement and previous studies.

#### 2.1 Discourse Analysis

One of the studies of language is called as discourse analysis. The word “discourse” is usually defined as language beyond the sentence. The meaning of the sentence was not literally stated, but it was implicitly. While discourse analysis, as Yule (2006) defined is branches of linguistics study which concerned on the study of language in text and conversation. In this linguistics study, it will focus on the language beyond the text and conversation, how people have a sense when they read the text, how people recognize well-constructed texts as opposed to those that are incoherent, how people understand speakers who communicate more than they say, how people used word to persuade people to follow their belief and others. The language use in the text and conversation differ from the real meaning of the purposes.

Based on the definition above, in short discourse analysis is study of language which discusses about the language used in the text and conversation and the relation between language and the real meaning of the sentences and utterances.

## 2.2 Persuasion

In communication proses, the use of persuasion has big role in conveying the message and achieving the purpose. Persuasion runs indelibly through all aspect of our lives. In every part of our live, people always tries to convince and persuade other people to believe with their belief, buy their product or just follow their value. People can find in television, radio, magazine, newspaper, poster, slogan, pamphlet, in the market and other part of life. There are many kinds and ways of persuasion that people use in attracting the listeners and hearer's attention to believe then buy or use their products and services. In addition, persuasion not only related with advertising but also used in political, marketing and even in daily communication.

By using persuasion, people may be able to avoid an unpleasant way in conveying the message, can win a point at a meeting or can be the life and soul of party (Mutholland, 2005). Persuasion can make the conversation smoother and most people use persuasion to achieve the goal of the communication courteously. And the effect of the persuasion may be positive or negative whether they believe and follow or buy or they only listen and go or did not give response.

There were many definition defined the meaning of persuasion. Mills (2000) stated that persuasion is the process of changing or reinforcing attitudes, beliefs, or behavior. Therefore, people use this kind of technique to convince, to persuade the readers and listeners and finally follow their belief. In the proses of persuasion, people try to make the hearers believe and agree with what he or she said. There are two responses of the hearers on the persuasion, thoughtfully or

mindlessly. There was always an effect of persuasion whether the hearers agree and believe or disagree and leave it, because it was the main goal of using persuasion. When the response thoughtfully, they will listen carefully on what the speaker say and finally give a response. The responses may pros or cons to the argument, when the hearers think critically and when they found illogical argument, they will ask question. While the response mindfully, they will not interested on hearing the utterance and the brains automatically locked. The hearer's brain relies on the fact, logic and evidence to make a judgment.

Furthermore, O'Keefe (2005) argues that persuasion is a communicative function that can be pursued in many different settings, ranging from face-to-face interaction to mass communication. Persuasion can be used in many aspects which related with social communication between one and another. In the mass media persuasion takes on tree form core: commercial advertising, pro-social advertising and political advertising. Mainly, on commercial advertising, social advertising and political were taken many advantages from using persuasion.

In short, persuasion will always deal with the process of changing someone's idea, thought, believe or act. In doing the persuasion in the communication, people tries to get the goal of the communication without any hard pressure, intimidation and with the smooth way. In this way, people more concern on the way of getting people heart then they will believe on what speaker said.



## 2.3 Persuasive Strategies

In persuading other people's belief, idea or behavior, people use some strategies to get the goal of the communication. According to Keraf (2004) stated that there are seven strategies to persuade other people, they are rationalization, identification, hypnotic, conformity, compensation, projection, and displacement strategy.

### a. Rationalization

Rationalization is the process of using mind to give justification of certain issue with logical reason. Rationalization actually shows something by giving some impossible and logical statements or reasons which can be accepted by the logic. In this strategy, the advertiser or copywriter give statement that prove and justify about the quality of the product to convince the consumer's attention. So, Advertisers or copywriter should know about the consumer's need, belief and attitude. Consumers will interest in the product when it gives and provides what their need, belief and same with their attitude. For example in Smartfren Andromax V advertisement, the advertiser stated that Smartfren Andromax V is big, smart and style mobile phone. It means that if people buy and use this kind of mobile phone, people will be a smart and more stylistic.

### b. Identification

Identification is the process of identifying the consumers and the situation accurately. Advertisement should relevant with the target consumers whether they are adult, teenager, children, or event relevant

with their job, businessmen, and teacher and etcetera to get the best response from them. Identifying the situation also useful to get their response, the phenomenal issue of the era will take the consumer's attention more. By identifying them, the advertisers will know what the appropriate words and concept for the product. For example advertisement which uses this strategy is Honda Vario advertisement. In Honda Vario advertisement, the advertiser shows that Honda Vario is express in many situation and kinds of people. It means that Honda Vario made for any kind of people and can use in many different situation.

c. Hypnotic

Hypnotic is the process of using interesting and convincing words and gesture or voice to make people believe what the advertiser conveys (Keraf, 2004). The interesting words, gestures, colors, background of the advertisement, the use of famous idol will make the consumers hypnotic. The harmony between pictures, color, background of the advertisement, and the use of font are things to entertain consumers and when they combine in advertising, it is become interesting.

d. Conformity

Conformity is conforming act to something that has been intended or to make something similar with the others. In advertisement, it is way of thinking to adopt or adjust the advertiser with the consumer's condition. Sometimes, the advertiser also make the advertisement which similar with something famous or exist at that time, then consumers will interested in

because every people talk and use that product. For example in iPhone 6 and iPhone 6s advertisement, the advertiser shows to the consumers that iPhone 6 and iPhone 6s have big size. It was similar with the era of that time that most of phones are produced with big size.

e. Compensation

Compensation is an action or an effort result to find out substitution of thing which has been unacceptable anymore. The effort arises from the different situation of the situation before. An advertiser will use this situation to influence consumers that they will find or get other better situation with using the product. The product gives the application that they cannot find in the product before.

f. Projection

In this strategy, is a strategy in making the subject become an object. If someone asked to describe somebody whom he hates, he will describe a good thing from himself. A mistake that is done by somebody shifted the mistake to other people. So, in projection strategy will shows the disadvantages of the some products, and then shows the advantages of using its product to show the different of the products.

g. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement attempted to take the audiences or consumer's emotion, whether sadness or happiness and avert with the new object. For example in Maybelline

Baby Lips advertisement, in that advertisement there group of teenager girls who does not use Maybelline Baby Lips and they seems ghostly and unhappy. Afterward, girl as the idol comes with use this product and she looks pretty and has fresh lips.

## **2.4 Advertisement**

Discussing about persuasive strategies, commonly it deals with advertisement. The word “advertisement” is very familiar with all people around the world. Advertisement has become their part of life. In every minute or even in every second, people always hear or see an advertisement. In many aspects of advertisement, it always related to the way in convincing other people to believe than buy the product or the service.

The verb “advertise” is derived from Latin “advertere” which means to turn towards. Dyer cited Romanenko (2014) defined that advertising is drawing attention to something or notifying somebody of something. It means that advertising is giving visible image of the products or service. Then in advertising, advertisers will make as interest as possible to get the consumers attention, to make them turn toward to the product. It can be in the form of visual, written, audio or audio visual. From the advertisement, people can draw about the product in their mind and give them basic information about it.

Ricards & Curran (2002) also defined that advertising is any kind of communication which conveyed a message to the audience about the product, designed to persuade the audience to take an action. The form of communication can be through print, electronics, or any method other than person to person contact

because the message of the information derived for more than one audience. It means that the message in the advertisement is derived for all people who see, read or hear it; therefore it must use global way that all people can receive it.

Zyman (2002) also stated that advertising is a lot of more than just television commercials, it also includes branding, packaging, celebrity spokespeople, sponsorship, publicity, customer services, the way you treat your employees, and the way your secretary answers your phone. Advertising is not only about artistic form but it is about selling more stuff more often to more people for more money. Therefore, in every day conversation when people try to persuade other people to get more money from it, it also called as advertising.

From the definitions above, it can be concluded that advertisement is any kind of communication that use to draw about the products or services of the company and the way of company persuade the consumer to buy or use their products and services to get more income.

## **2.5 The Characteristics of Good Advertisement**

Advertisement as the media to give the information about the product to the consumers and also the way to get the consumer attention, it must become a good advertisement. According to Whittier (1958) there are five characteristics of good advertisement. They are:

### **1. Simple**

Good advertisement according to Whittier has to use a simple word but meaningful and memorable. The usage of simple word head for makes the consumers easy to remember the product or the service. When the

advertisement is simple, unintentionally consumer will remember about the advertisement. It will get the consumer's attention easily.

## 2. Persuasive

The main purpose of the advertisement is to persuade other people to believe then buy and use the products or services. So, the language that use in advertisement should be persuasive to influence the consumers and get their attention. The persuasive thing can be in the form of sentences, statements, using popular icon or interesting picture. It can also be modified one another form to get a good advertisement.

## 3. Entertaining

A good advertisement also should be able to entertain to all the consumers, not only to particular consumers. Besides the important of simple word and persuasive, advertisers also should be discerning on the entertaining thing. To entertain consumers, advertisers can use image or picture which funny, artistic, and interesting. The harmony between pictures, color, background of the advertisement, and the use of font are things to entertain consumers and when they combine in advertising, it is become interesting.

## 4. Relevant

An advertisement should be relevant with the topic, issue, event on that period and era. It is also should be relevant to the target of the consumers. If the advertisement is relevant with the popular issue on that time, the devotee and the outcome will be increase. Many consumers focus

their mind and interest on that topic, it will be easy to get their attention. Moreover, when the advertisement is relevant between the product, the way of promoting and the target of the consumers, it will easily attract them. It will be a good advertisement.

#### 5. Acceptable

The last characteristic of the good advertisement is acceptable. The advertisement that presents should be acceptable by the public citizen. It must be appropriate with the value, belief and law of the society and not contravene with the value which public belief. Advertisers should know what are liked and needed by the society. It will be helpful to get the consumer's attention and credence.

### **2.6 The Way to Persuade Consumers**

In the advertisement, the advertiser always used some tactics to persuade the consumers. The advertiser will use different way in implementing the tactics in the advertisement. According to Aristotle (1954) that there are three way to persuade the consumers attention. They are ethos, pathos and logos.

#### 1. Ethos: The writer's or the company's character or image

Ethos technique used the credibility and the special quality of the company to convince the consumers. The advertiser shows the superiority of the company or the product to make the consumer interested and believe with the company. The advertiser also justify with some evidences. For example the sentence "nine out of ten dentists agree that pepsodent is

the better than any other brand”. The advertiser tries to take the consumer’s attention by showing the credibility of the product.

2. Pathos: The emotion of the audience.

In this technique, the advertiser tries to get the consumers attention by taking their emotion. In the advertisement which uses pathos, the advertisement attempt to evoke an emotion response of the consumers. The consumer’s emotion is not only positive emotion such as happiness or love, but also negative emotion such as fear and sad. For example, by showing an image of people enjoying themselves when drinking sprite.

3. Logos: Logical argument.

An advertisement will also state the logical information about the product. The logical argument present with using convincing word. Besides, the advertiser also gives evidence or statistics about the product that the consumers need and the superiority of the product. For example in Florida advertisement, the sentence “One glass of Florida orange juice contains 75% of your daily Vitamin C need” tried to convince the consumers by showing statistically what they body need.

## **2.7 Slogan**

The word slogan is known differently in various countries. In the United Kingdom, slogan is also called ‘endlines’ or ‘straplines’. In USA, it is also known as ‘tags’, ‘tag lines’, ‘taglines’ or theme lines’. Besides that, slogan is related to the term of ‘slogos’ which is the slogan that exists through the logo (Foster, 2001). In the slogan advertisement, commonly represent the product using some



utterance and picture that represent the company vision, mission, principles, description of identity, and claims of positioning the company or product.

Whittier cited in Foster (2001) said that slogan should be a statement about the service of the product that worthy of continuous repetition in advertising, is worthwhile for the public to remember, and is phrased in such way that the public is likely to remember it. It means that the purpose of slogan is to leave the key brand message in the mind of the consumers. Therefore, many companies make the slogan of their product as easy as interesting slogan. The slogan may be easy to remember but it is interesting.

He added that slogan has some characteristics. First, it is a statement on the specialty of the product or service. The statement on the slogan is about the superiority of the product itself. It informs the major service or product. Second, it is worth repeating. The statement about the service or product must be worth repeating. Third, it is important for the audience to remember it. Everything shown in slogan should be the important thing and the audience needed. Fourth, it is easy to remember.

Fauzan (2013) argued that slogan advertisements are commonly short but memorable. The purpose of some slogans created only for specific campaigns for limited times, some are intended to be used for an extended period, the other intended only for specific variety, and some are memorable many years. There are many kinds of slogan depend on the purposes of it.

In conclusion, slogan is the statement which represent about the vision and mission of the product, it also represent the identity and superiority of the product. It should be simple but easy to remember.

## **2. 8 Language of Advertisement**

Language is one important tool in human being life. People will always use language to communicate with other people, to state their opinion or perception and others. In addition, language also has a power to influence other people and their behavior. According to Mutholand (2005), he argued that language is influential because language has many powers, it can represent any single thing in many different ways; it can change one's beliefs to suit with other's beliefs, it can mention or omit things, or repeat them till there are accepted as normal and can construct the people's attitude to follow the speaker's purposes.

This power of language can be seen in the usage of language in marketing and advertising. The choice of language use in advertising is one of the important thing in promoting the product or service. Besides the use of visual content and design in advertising had a great impact on the consumers, but language helps people to identify and understanding the product. Without it, people cannot understand what the message of the advertising (Kannan & Tyagi, 2013).

The language used in advertisement is quite different with everyday language. In this case language has big rule to convince and persuade the readers, listeners and consumers. It will use power word to catch the consumer's attention. Normally, the language of advertisement is positive and emphasizes on the product stand out in comparison with another product. Advertising language may

also not always use the correct grammar of language. Sometime, advertisers intentionally use ungrammatical sentence to get the consumer's attention. For example, in detergent advertisement may say "It gets clothes whiter". The comparative sentence may compare one thing with other thing, but it is not (Kannan&Tyagi, 2013).

## **2. 9 Previous Studies**

There are some researchers which also concern their research on the persuasive strategies such as Budiani (2014) investigated on the persuasive strategies used by Maybelline and L'Oreal cosmetics advertisement. Budiana used Keraf and Aristotle theories in analyzing the data collection. The type of strategies identified from the sentences used by the presenters. However, the exertion of persuasive strategies in the advertisement shows not only from the creativities of the advertisers in choosing the words but also the usage of idol as the object of the advertisement to get the consumer's attention. After doing the analysis, the researcher found that most of English language in Maybelline and L'Oreal cosmetics advertisement used some type of persuasive strategies; there are suggestion, rationalization, identification and conformity. In addition, the researcher also found the mode of persuasion by Aristotle theory; personal characters.

Another relevant study carried by Zainuddin (2010), in his thesis he investigated the type of persuasive strategy and the implementation process used by David Cameron in his political campaign speeches during 2009-2010 United Kingdom Prime Ministerial election. He used Aristotle theory to analyze the data.

The researcher divided David Cameron speeches into three parts there are Ethos, Pathos and Logos. In his speech during the campaign, he used those three kinds of persuasive strategy to persuade the audients.

Sulaiman (2010) also focuses his research on the persuasive strategies used in perfume AXE advertisement. In finding the depth analysis, the researcher used Keraf's theory which categorized into seven parts namely rationalization, identification, suggestion, conformity, compensation, projection and displacement. In this research, the researcher takes seven data on the perfume AXE in order to be specific on the field study. After doing analyzing, the researcher found three strategies used in AXE advertisements, there are rational strategy, giving solution or suggestion to the problem, and providing the point of justification.

There is a researcher which concern her research on persuasive used in the Islamic sermon. Hamida (2015) focus her research on persuasive technique used by Imam Yahya Mohammad Al-Hussein in his sermon. In this research, she used Sunarjo's theory of persuasion in analyzed the data. She found there are four categories of persuasive technique used by Imam Yahya Mohammad Al-Hussein, those are pay off idea and fear arousing technique, empathy technique, packing technique and association technique. And pay of idea and fear arousing technique is the most technique used. Besides, she also found several functions of persuasive technique based on the context and the techniques used, those are encouraging and motivating the audience, giving warning, and reducing the boredom of the audience.

The other researcher which also conducts her research on persuasive strategies was Pasadena (2013). She examined the types of persuasive technique used by Obama in his political advertisement during the campaign for 2012 presidential election. In addition, she also examined on how the techniques used by Obama. In analyzing the data, she used Hogan's theory to persuade the American people. After doing analyzing, she found several techniques used by Obama. Obama used several ways to persuade the audiences, such as by using the word *because* to carry the reason that strengthen his arguments and then by showing his sincerity for the welfare of the American society, showing that he has knowledge of the particular subject and showing that he had the ability in this field. Moreover, he showed the implementation of the techniques by giving some questions that direct his statement to the evidence that proof his statements are true and based on the fact and make his statement clear, then by bringing the American people into the future by telling them the best ideas and making them image has successfully achieved that goal. Obama also telling the truth and providing the tangible evidences and the last is by emphasizing on the time lesft to the American people to think carefully about their choices in presidential election.

The next study has been done by Safitri (2013) who studied on the strategies of persuasion on commercial and non-commercial advertisement used by the advertiser of *TIMEM* Magazine. The data are analyzed descriptively using Keraf's theory. After having analyzed the data, she found six kinds of persuasive strategies used on commercial and non-commercial advertisement. They are: rationalization, identification, hypnotic, conformity, compensation and

displacement. She also found that persuasive strategies of commercial differ from non-commercial advertisement. Commercial advertisement mostly used persuasive strategies to influence people to believe that the product is the best products people will buy. On the other hand, non-commercial advertisement tends to use persuasive strategies to convey the social events and how to face it.

From the previous related studies above, there are many researchers which used persuasive strategies in their research but in many different areas. It related with the usage of persuasive strategies, persuasive strategies very beneficial in many area of human life, therefore many researchers which interested in investigated. There were researchers which concern their research on the persuasive strategies used on cosmetic advertisement, political campaign, perfume AXE advertisement, Islamic sermon, and *TIME* magazine. In this research, the researcher interested in investigating persuasive strategies which used in the slogan of smartphone advertisement, focuses on the iPhone advertisement.

## **CHAPTER III**

### **FINDING AND DISCUSSION**

This chapter identifies and discusses the finding on the kind of persuasive strategies used in slogan of iPhone advertisements and the way the advertiser implemented persuasive strategies in slogan of iPhone advertisements. The kind of persuasive strategies is based on the Gorys Keraf (2004) and the way to persuade consumer based on Aristotle (1954).

#### **3.1 Findings and Discussion**

The data are derived from some slogan of iPhone advertisements. The researcher found 11 data which are related to the research questions of the research. There are eleven kinds slogan of Apple smartphone advertisement from the first production in 2007 till the last production in 2016.

##### **3.1.1 Kinds of Persuasive Strategies**

In the data that the researcher has been analyzed, the researcher found 6 types that the advertiser used in the slogan of advertisement; those are rationalization, identification, hypnotic, conformity, compensation, and displacement strategy. Mostly, compensation strategy used in the slogan of iPhone advertisements and each advertisement used more than one strategy.

The following table is the list of the strategy used in each datum:

Datum	Slogan	Kinds of persuasive strategies
1	Introducing iPhone. Apple reinvents the phone	Rationalization and Compensation strategy.
2	Twice as fast. Half the price.	Hypnotic and Compensation strategy.
3	The fastest, most powerful iPhone yet.	Rationalization, Hypnotic and Compensation strategy
4	This changes everything. Again.	Hypnotic, Compensation and Displacement strategy.
5	It's the most amazing iPhone yet.	Rationalization, Compensation and hypnotic strategy.
6	The biggest thing to happen to iPhone since iPhone.	Rationalization and Compensation strategy
7	Forward thinking.	Hypnotic and compensation strategy.
8	For the colorful.	Hypnotic, Compensation and Identification strategy.
9	Bigger than bigger.	Rationalization, Conformity and Compensation strategy.
10	The only thing that's changed is everything.	Rationalization and Compensation strategy.
11	A big step for small.	Rationalization, Compensation and identification strategy.



The following strategies are persuasive strategies which are found in this research.

### **3.1.1.1 Rationalization Strategy**

Rationalization strategy deals with the process of giving logical statement (Keraf, 2014). The statement represents and explains about the quality of the product to get the consumer's attention. This strategy used to convince the consumers about their product through some statements. This kind of strategy can be found in datum 1, 3, 5, 6, 9, 10, and 11. The statements which also play role as the slogans of the product draw the quality of each product with using very convincing words. The following data are the data which use rationalization strategy:

#### **Datum 1**

**iPhone 2G: Introducing iPhone. Apple reinvents the phone.**

#### **Analysis:**

The statement in the iPhone 2G advertisement is the slogan of iPhone 2G. "Introducing iPhone. Apple reinvents the phone" means that Apple announces to the world that iPhone produce something new in the word of phone. As iPhone 2G is the first generation of iPhone, than the advertiser used the word "introduce" to defined to the consumers that the name of this phone is iPhone. The word "introduce" means to be the beginning of something. Besides, Advertiser also used the words "reinvents" means to produce something new based on something that already exist.

From the explanation above, implicitly the advertiser stated that iPhone 2G has many new application in phone and the applications were different with other phone. Apple found the other usage of phone shows from the iPhone 2G applications that have been told in the context above. The advertiser tries to persuade the consumers to buy this phone because there is no phone which has as their application and iPhone produce something new. In addition, it also adds with the picture of the applications and also gives a picture with hand gripped the iPhone 2G. The advertiser tries to convince the consumers that you can do anything that you need with iPhone 2G in your hand.

Based on the sentences, pictures and context on the iPhone 2G advertisement above, it shows that the slogan used rationalization strategy. It can be seen from the logical statement of the slogan "reinvents the phone". The advertisers proved the statement that iPhone 2G is reinvent the world of cell phone by giving picture which shows that iPhone has some application that no other phone provided as iPhone 2G application. Consumers will interest in easily because of the need of their daily activity with their modern life. People need this new kind of phone for their life.

### **Datum 3**

#### **iPhone 3Gs: The fastest, most powerful iPhone yet.**

#### **Analysis:**

iPhone 3Gs is the third product of Apple smartphone. The statement “The fastest, most powerful iPhone yet.” means that this iPhone is the fastest and the most powerful iPhone ever. It has a relation with the initial “s” in the name of the phone. The letter “s” in iPhone 3Gs means by speed which means that this kind of iPhone has 3G speeds that fastest connectivity at that time. However, Apple made some improvements in the other application which made this iPhone 3Gs differ from iPhone 3G. They drew the improvement of the application used the word “powerful” in the slogan. It was also supported by showing four display screens of the iPhone 3Gs which represent the powerful application in iPhone 3Gs.

This kind of advertisement used rationalization strategy based on the function of the product advertised. This advertisement tried to show to the consumers about the superiority of the product using statement of the slogan, afterward proved by showing the applications in the form of display pictures. The strong word “powerful” in the slogan means that this phone has powerful applications which have been explained implicitly in the form of pictures. By giving the consumer the real and the best quality of the product, consumers will believe and trust on the product.

## **Datum 5**

### **iPhone 4s: It's the most amazing iPhone yet.**

#### **Analysis:**

iPhone 4s is launched in 2011; it was the best Apple phone generation in 2011. The slogan of the iPhone 4s advertisement is "It's the most amazing iPhone yet". It means that this kind of iPhone 4s is the most fascinating iPhone since the first generation, iPhone 2G until the last generation, iPhone 4. There were many amazing things that Apple produced in this iPhone. People who use this kind of phone will find many amazing improvement applications that Apple made in iPhone 4s which will help more of them for their daily activity. Therefore, people will have a fascinating life when they used the amazing iPhone 4s. It was proved by showing the picture of the amazing applications in the advertisement.

Based on the explanation above, the persuasive strategy used in this advertisement is mostly categorized into rationalization strategy since the statement refers to the function and the application of the product. The phrase "the most amazing" was used to explain about some amazing thing that Apple ever. Especially *Siri* application, people can do what they need, what idea they have, *Siri* will help you. *Siri* can become our friend which always helps and responds every time we need. It is a very amazing thing that appears at that time.

## **Datum 6**

**iPhone 5: The biggest thing to happen to iPhone since iPhone.**

### **Analysis:**

The slogan on iPhone 5 is “The biggest thing to happen to iPhone since iPhone” means that iPhone 5 is the biggest iPhone product ever, iPhone 5 almost bigger than iPhone 2G, iPhone 3G, iPhone 3Gs, iPhone 4, and iPhone 4s. The biggest thing can be seen from the display, it has 4.-inch display while the other iPhone only 3.5-inch display. The other biggest thing also can be seen from the RAM and the front-facing camera. iPhone 5 come with 1 GB of RAM while the older iPhone only 128 MB until 512 MB of RAM. The front-facing camera of iPhone 5 also biggest than the other iPhone, it has 1.2 megapixel while the other only VGA.

From the detail explanation above, this kind of advertisement used rationalization strategy. Rationalization strategy is showing something by giving some impossible and logical statement which can be accepted by the logic. In this part, the advertiser gave logical statement that stated in the slogan. The statement “the biggest thing to happen to iPhone since iPhone” was prove about the quality of iPhone 5 which has biggest size than the other iPhone ever. From the equal between the statement and the quality of the product, the consumers will believe with the product and it can be accepted by the logic.

## **Datum 9**

### **iPhone 6 and 6 Plus: Bigger than bigger.**

#### **Analysis:**

The slogan of iPhone 6 and iPhone 6 Plus were same “Bigger than bigger”. iPhone 6 and iPhone 6 Plus were released together in 2014. “Bigger than bigger” as the slogan of iPhone 6 and iPhone 6 Plus means that iPhone 6 and iPhone 6 Plus were bigger than the bigger iPhone ever. It were has 4.7-inch and 5.5-inch display screens while the last bigger iPhone was only 4.00-ich display screen.

This slogan advertisement used rationalization strategy. The slogan of iPhone 6 and iPhone 6 Plus “Bigger than bigger” is the representation of the quality of the products. It was logical statement to explain that those phones have big size which can be accepted by the consumer’s logic.

## **Datum 10**

### **iPhone 6s: The only thing that’s changed is everything**

#### **Analysis:**

iPhone 6s was produced in 2015. In the advertisement of iPhone 6s stated the main slogan of iPhone 6s “The only thing that’s changed is everything” means that this iPhone is the only iPhone that changes everything in the product before. The advertiser used the word “change” to explain that it has improvement or advanced technology and feature. The improvement can be seen from the quality

of camera, processor and the RAM. Even there are also some features that same as the product before. In the iPhone 6s advertisement also explained some feature that Apple offer to the consumers.

Theoretically, the slogan of iPhone 6s used rationalization strategy. It can be seen from the slogan which tries to give logical statement which explains about the product. In the advertisement also describes the feature of iPhone 6s. It means that the advertiser tried to convince the consumer by showing them the best quality of iPhone 6s. Consumers who read and see the advertisement will interest when they know about the best quality of the product.

**Datum 11**

**iPhone SE: A big step for small.**

**Analysis:**

iPhone SE was the last generation of Apple iPhone which they launched before the issue of iPhone 7 will be released. iPhone SE has different design than the iPhone ever. The slogan of iPhone SE “A big step for small” means that iPhone SE was the big step of the Apple but it has small size. The display of iPhone SE was only 4.00-inch but it has big improvement on the technology and application. Although iPhone SE was has small in size, but it has big in the technology inside it.

In addition, there are also some sentences which explain about the product “Welcome to iPhone SE, the most powerful 4-inch phone ever. To create it, we started with a beloved design, then reinvented from the inside out. The A9 is the

same advanced chip used in iPhone 6s. The 12-megapixel camera captures incredible photos and 4K videos. And Live Photos bring your images to life. The result is an iPhone that looks small But lives large”.

The iPhone SE advertisement, based on the theory of persuasive strategy used rationalization strategy since the slogan is the representation of the quality of product. “A big step for small” tried to explain that this iPhone SE even has small in size but has many big improvements beyond it. The advertiser also tries to persuade consumer by telling them the superiority of the product using interesting and convincing words. It can be seen from the sentence at the advertisement “the most powerful 4-inch phone ever”, “the 12-megapixel camera captures incredible photos and 4K video”, “Live photos bring your images to life”. The sentences that the advertiser created were different from the daily languages that most people used.

### **3.1.1.2 Identification Strategy**

Identification strategy is the strategy of identifying the target of the consumer or identifying the situation. By identifying those elements, the company will produce appropriate product and the advertiser will use appropriate words and concept of the advertisement. There are two slogans of iPhone advertisements using identification strategy; they are the datum 8 and 11.



## **Datum 8**

### **iPhone 5c: For the colorful.**

#### **Analysis:**

iPhone 5c was launched in 2013. The utterance “For the colorful” in the advertisement of iPhone 5c is the main slogan of iPhone 5c. iPhone 5c is the kind of iPhone 5 generation. In this product, Apple makes different kind of iPhone. Mostly, the colors of the iPhone are white, black or gold, but in this type Apple provided five variant bright and cheerful colors. Those are green, blue, pink, yellow, and white. The word “colorful” was accord with the superiority of this product. The advertiser also tries to convince the consumers that your life will be more colorful when you use iPhone 5c. This kind of iPhone is phone for people with the colorful life. iPhone 5c will make your life more colorful, more cheerful and give you more spirit in passing the activity.

Based on the explanation above, identification strategy was used in the advertisement of iPhone 5c. The word “for” in the slogan of iPhone 5c intended to identify that this phone for the colorful people and for the colorful life. Besides, the advertiser also tries to attract the youngster and teenager to use this iPhone 5c. Youngster and teenager is the age for human who most love and like colorful thing. When they love pink color, the entire luggage will also pink color. The colors of the phone were also the color which suitable for youngster and teenager. For the adult mostly likes the dark and soft color such as black, white or gold. Then, the goal or the target of the consumers about this product is youngster and teenager.

## **Datum 11**

### **iPhone SE: A big step for small.**

#### **Analysis:**

iPhone SE was the last generation of Apple iPhone. It was launched in March 2016. The slogan of iPhone SE is “A big step for small”. In this iPhone SE, Apple made different improvement that iPhone before. They only shape the size with 4.00-inch display screen which smaller that iPhone before, but they powered the technology with very advanced machine.

This advertisement also used identification strategy. As the slogan of iPhone SE “A big step *for* small” which the word *for* is preposition means intended for or intended to be given to. It means that the statement as the identification for some one. The shape of the phone also created from the identification of beloved design that most people like. It can be seen from the sentence “To create it, we started with a beloved design, and then reinvented it from the inside out”.

#### **3.1.1.3 Hypnotic Strategy**

Hypnotic strategy refers to the way the advertiser used interesting and convincing words, colors, background of the advertisements and the used of famous idol. Those elements will make the consumer hypnotic and interested in the product. In the datum 2, 3, 4, 5, 7, and 8 are the datum which used hypnotic strategy. The advertiser used convincing words, colors and background of the advertisement which made the advertisement very interesting and convincing. It was explained bellow:

## **Datum 2**

### **iPhone 3G: Twice as fast. Half the price.**

#### **Analysis:**

iPhone 3G has slogan “Twice as fast. Half the price”. This slogan clearly stated in the iPhone 3G advertisements. The name of 3G behind the iPhone is the initial of the connectivity of the phone. This kind of iPhone has 3G connectivity. This kind of strategy was also one type of strategy to get the consumer’s attention. Therefore, the advertiser also emphasized the 3G connectivity on the statement “twice as fast”. The advertiser implicitly stated that this phone has 3G connectivity which the fastest connectivity than the other phone at that time. It was twice faster than other phone connectivity.

While the second statement “Half the price” means that the price of iPhone 3G was cheap. This was contradictory with the first statement “Twice as fast”. Mostly, when the object has higher quality than other, it also has higher on price than the others, but the statement tells the contradictory from the usual situation. People mostly need phone which has good quality but also low in price. This strategy tries to get the consumer’s attention.

From the above explanation, this advertisement also used hypnotic strategy. The advertiser uses very interesting and convincing word in the statement of the slogan. Many people think that the best quality of the product provides the higher price that they give. While in this advertisement, the advertiser tries to get the consumer’s attention by giving them special offer. iPhone 3G which has high 3G connectivity but the price that they offer is low. It

can be seen from the statement “Twice as fast. Half the price” means that this phone has the high connectivity but the price is cheap. It was very convincing word to get the consumer’s attention although the first phrase was contradictory with the second phrase.

### **Datum 3**

#### **iPhone 3Gs: The fastest, most powerful iPhone yet.**

#### **Analysis:**

The slogan of iPhone 3Gs “The fastest, most powerful iPhone yet” has big role in attracting the consumer’s attention. The word that the adviser used was very strong and convince. The adviser also added with some attractive pictures. In the advertisement of iPhone 3Gs, it shows four display screens of iPhone 3Gs with very attractive shape of display pictures. The first screen was the display of the video recording. In this iPhone 3Gs, now people can record their agenda or activity then edit it immediately with their phone. The second screen was the display of the voice control application. With this application, people can make a call or play a song. The third screen was spotlight search application. When people need something to search in their phone, people can quickly search using Spotlight Search. The last, screen was the display of compass application. Compass can point you the right way and direction when you in astray. Those were the best improvement that Apple made in this iPhone 3Gs.

This slogan also used hypnotic strategy in the advertisement besides the use of rationalization strategy. The hypnotic strategy can be seen from the

interesting and convincing statement of the slogan and the picture of the display screens. People who read that advertisement will interest to know more about the product. By showing the superiority of the product, consumer will believe that this kind of product was trusted to be consumed or used. The used of the word “powerful” was also convincing, it has deep meaning beyond the word.

#### **Datum 4**

**iPhone 4: This changes everything. Again.**

#### **Analysis:**

iPhone 4 was released a year after the launching of iPhone 3Gs. It was released in June 2010. The sentence shows in the advertisement of iPhone 4 “This changes everything. Again.” is the slogan of iPhone 4. The word “change” here means by making improvement. They change the last technology and application with the new one which better than the last one. There were many improvements in this iPhone 4 than the iPhone before. And the word “again” refers to the some improvement of the iPhone before. iPhone makes some improvement not only in this iPhone 4, but in the second generation, iPhone 3G and iPhone 3Gs also make significant improvements. Then in this fourth generation of iPhone, iPhone makes very significant improvements again. In this iPhone 4, it was thinner than before; it was the first iPhone with Retina Display, and equipped with VGA front-facing camera.

The iPhone 4 advertisement can be identified into hypnotic strategy. The advertiser convinces the consumers using very convincing words and statement in

the main slogan. The statement “change everything” means that the changes and the improvement on the iPhone 4 were not only one thing but “everything”. Everything means many things that have been told in the context above. The word “Again” tries to emphasize that the improvements were very significant. The word again gives more strength on the statement before “This changes everything” and the word “again” was the single word after full stop.

#### **Datum 5**

#### **iPhone 4s: It’s the most amazing iPhone yet.**

#### **Analysis:**

iPhone 4s was produced after iPhone 4. It was the generation of iPhone 4 which has slogan “It’s the most amazing iPhone yet”. The adviser describes the meaning of “the most amazing” by representing the amazing and great applications that iPhone 4s offer. In the advertisement of the iPhone 4s, the advertiser explains and writes some features of iPhone 4s. The advertiser also adds with three display screens of iPhone 4s which shows the great feature that used in iPhone 4s. The first display was the display of some application that iPhone 4s offer. The second display was the display of the very amazing and greets application named by *Siri*. The last display was the display of the camera which is shows that people can edit such as crop and make a focus on the photo directly.

This kind of advertisement used hypnotic strategy. The advertisers combine the convincing statement with the wonderful and interesting picture on

the advertisement. The advertiser hypnotized the readers and consumers with showing them very amazing application of *Siri* in the center of the advertisement.

## **Datum 7**

### **iPhone 5s: Forward thinking.**

#### **Analysis:**

iPhone 5s also the next generation after iPhone 5. There are two main sentences in the iPhone 5s advertisement. The first sentence “Forward thinking” was the main slogan of iPhone 5s. The second sentence is “The most advanced technology all leads up to this” as the additional and the more explanation about the main slogan. It was also added with description of the quality with very persuasive language used. The advertisement was also look very elegant combine with the elegant shape and color of the iPhone 5s. The color of iPhone 5s was gold while the background of the advertisement also used soft gold with the soft grey degradation.

Based on the explanation above, iPhone 5s advertisement used hypnotic strategy. The advertiser used convincing words and elegant color of background to make people believe about the product. The statement “forward thinking” is very strong and convincing statement to show about the quality of the product. The advertiser chooses very strong word which is used in the advertisement such as forward, advance, amazing, remarkably and achievement. Besides, the color of the phone was also interesting. The gold color will always refer with the elegant

thing. People will think that they will feel elegant and confident when they used iPhone 5s.

## **Datum 8**

### **iPhone 5c: For the colorful.**

#### **Analysis:**

iPhone 5c launched in 2013 after iPhone 5 and iPhone 5s appear. It has very convincing slogan "For the colorful" means that this kind of phone will bring the user to the colorful life. In the advertisement of iPhone 5c shows the form of iPhone 5c with very attractive colors and background. Each phone has light colored which become more interesting. They use and choose bright and pastel color which most of teenager like it most than other color. There are five colors: green, blue, pink, yellow, and white. The background of the advertisement also uses the same color as the phone color. It also makes the advertisement interesting. The harmony between the phone and the background make the advertisement more colorful.

Based on the explanation above, this kind of advertisement used hypnotic strategy. Hypnotic strategy in this advertisement can be seen from the used of bright and cheerful color. The advertiser tries to attract the consumer attention using interesting color. Besides, in the advertisement the advertiser makes harmony between the color of the phone and the color of the background. When the color of iPhone 5c is pink, the background also pink color. People who see the



advertisement will interest to know more about the product. It also can make the consumer interest in the first sight.

### **3.1.1.4 Conformity Strategy**

Conformity strategy in this advertisement was found in the datum 9. Conformity strategy is conforming something that has been intended or make something similar with the thing at that time. In datum 9 the company made the product size similar with the most phones in that time to attract the consumer's attention.

#### **Datum 9**

#### **iPhone 6 and 6 Plus: Bigger than bigger.**

#### **Analysis:**

The slogan of iPhone 6 and iPhone 6 Plus were same "Bigger than bigger". iPhone 6 and iPhone 6 Plus were released together in 2014. "Bigger than bigger" as the slogan of iPhone 6 and iPhone 6 Plus means that iPhone 6 and iPhone 6 Plus were bigger than the bigger iPhone ever. It were has 4.7-inch and 5.5-inch display screens while the last bigger iPhone was only 4.00-ich display screen.

There are many improvements in this kind of iPhone 5 that has been told in the explanation context above. The advertiser drew those improvements with the powerful word "biggest". People who see and read the advertisement of iPhone 5 will recognize that it was only biggest on the size only that this iPhone

was very interesting from the biggest size ever. Afterward, they began to know more about its specification of features.

Based on the Keraf theory about persuasive strategies, the slogan of iPhone 6 and iPhone 6 Plus was used conformity strategy. It can be seen from the way they adopt and adjust with the similar condition at the 2014 era. In that era, most of phone has very big size of display around 5.1-5.5-inch. Most of people also choose the bigger phone for their communication because the bigger of their phone, the high quality that they offer. Furthermore, iPhone 6 and iPhone 6 Plus was two biggest display of iPhone ever.

### **3.1.1.5 Compensation Strategy**

The almost strategy which used in slogan of iPhone advertisement is compensation strategy. Compensation strategy deals with the effort to make different situation with the situation at that time or with the situation before. Since in every iPhone that Apple released always has something new which make the product become different each other's, the entire datum used compensation strategy. Besides, the slogan also always represents about each improvements.

#### **Datum 1**

**iPhone 2G: Introducing iPhone. Apple reinvents the phone.**

#### **Analysis:**

The first generation of Apple smartphone launched named by iPhone 2G and has slogan "Introducing iPhone. Apple reinvents the phone". The name 2G was referring to the connectivity of the first generation of iPhone. iPhone 2G comes

with 3.5 inches display, 2 megapixel of camera, 412 MHz processor and 128 MB of RAM. iPhone 2G at that time became really revolutionized in the world of cell phone in using 3.5 inch capacity touchscreen. iPhone 2G also became the first smartphone that have Google Maps application.

In the advertisement shows two displays of iPhone 2G screens. First display is about the application that iPhone have such as SMS, calendar, clock, phone, weather, camera, calculator, notes and maps. Second is the picture of map. Google map was the applications which can point the user position, the way to go some places or districts with only write the name of place or district. It was the application that other smartphone did not have. And the advertisement also shows that people can do anything what they want with only there is iPhone in their hand which can be seen from the picture of hand with holding iPhone 2G.

Compensation strategy is the use of situation of condition which different from other products. In the advertisement of iPhone 2G, it can be seen from the word “introduce”. By using that word, means that this kind of phone offering different kind of the most phones that already exist. It also shows from the display of iPhone 2G screens with the picture of map. Since at that time, there were no phones with application of Google map. In that picture, people can search some location with only write the state or district or place. Consumers will interest when it provided the different situation with the situation at that time. Especially, the different things can make their daily need easier and facilitated them to do their need with only one phone.

## **Datum 2**

### **iPhone 3G: Twice as fast. Half the price.**

#### **Analysis:**

iPhone 3G released in July 2008. It was the second smartphone of Apple comes with 3G connectivity, 3.5-inch display, A-GPS, 412 MHz processor, 128 MB of RAM and 2 megapixel of camera. iPhone 3G was different from the first generation of iPhone. There were many improvements on technology and application on iPhone 3G after year of iPhone 2G launched. The most significant improvement on iPhone 3G is the connectivity. The first generation only have 2G connectivity, in this iPhone has 3G connectivity which highest and fastest than before. The name of iPhone 3G was also initially from the 3G connectivity.

From the definition above, it can be concluded that this iPhone 3G advertisement used compensation strategy since this advertisement slogan effort to arise from the different situation of the situation before. The iPhone 2G was only used 2G connectivity but in this product used 3G connectivity. This kind of advertisement also make extraordinary situation seen from the statement “Twice as fast. Half the price”. Most of people think that the best quality that some products used, the more high the price they offer, but in this advertisement the advertiser offer different situation at that time.

### **Datum 3**

#### **iPhone 3Gs: The fastest, most powerful iPhone yet.**

##### **Analysis:**

Apple's third generation iPhone was introduced in June 2009. It was named by iPhone 3Gs which looked almost identical to 3G. The letter of S behind the name 3G was the initial from "speed". However, this iPhone 3Gs settled with 600 MHz processor, 256 MB of RAM, and 3 megapixel of camera with video recording. Also, for the first time, consumers were able to buy an iPhone with 32 GB of storage space.

iPhone 3Gs advertisement used compensation strategy in their advertisement. There are many applications that the consumers will not find in the last iPhone. The advertiser has shown them on the advertisement in the form of the picture of the primary applications. It was the advertiser effort to get the consumer's attention by giving the new application that they cannot found in the other product.

### **Datum 4**

#### **iPhone 4: This changes everything. Again.**

##### **Analysis:**

iPhone 4 was released a year after the launching of iPhone 3Gs. It was released in June 2010. iPhone always give new application and improvement on their technology in their new smartphone product. iPhone 4 was significantly

thinner its predecessor (9.3 mm vs. 12.3 mm), and is notable for being the first iPhone with a Retina Display (3.5 inches with 960 x 640 and 326 ppi) which is the highest pixel density on any phone at that time. It was also equipped with 5 megapixel rear camera with flash, VGA front-facing camera, a single-core Apple A4 processor, and 512 MB of RAM.

In the advertisement of iPhone 4, it shows two displays of iPhone 4 screening with the one big smile face and one small smile face in the under corner of the screen and this was kind of application that iPhone 4 have. This iPhone 4 has new improvement on the camera. There was front-facing face that can be used for take a picture with front camera and also used for video call. People can communicate not only by hearing their voice but also can see their face.

Compensation strategy also used in this advertisement; it can be seen from the effort on giving different application of the product before. Moreover, the advertiser uses the word “changes” referring to the alteration of the older thing with the new thing. From the word “changes”, people will summarize that iPhone 4 has some new application which the iPhone did not have before.

#### **Datum 5**

**iPhone 4s: It's the most amazing iPhone yet.**

#### **Analysis:**

In 2010 Apple was produced iPhone 4, in 2011 Apple fans were expecting an iPhone 5 to be released but the next generation that Apple introduced called by iPhone 4s. This iPhone 4s looked pretty much like on the predecessor. In this

iPhone 4s, there are many major novelties settled such as *Siri*, 8 megapixel rear camera with 1080p video recording, a dual-core A5 processor, *iOS5*, *iCloud* and internal memory up to 64 GB. *Siri* is a voice-controlled personal assistant available for Apple users. This kind of application can help the users to get everything what the user need to get thing done only by saying to *Siri* such as sending messages, placing calls, making dinner reservations, asking questions and other things. The wonderful thing in *Siri* that *Siri* could answer and give response what you are told to *Siri*.

Besides, the advertiser also added display of the applications which explain about the amazing applications that iPhone 4s have in the advertisement. Especially the newest thing, *Siri*, that no one phone in the world have this kind of application. This kind of strategy will made the readers and consumers more interested to buy and use iPhone 4s.

iPhone 4s advertisement also used compensation strategy which tells this product has different application that the iPhone 2G, 3G, 3Gs, and iPhone 4 did not applied some new application on iPhone 4s. The company always made some improvement on the application that the last product did not applied.

## **Datum 6**

**iPhone 5: The biggest thing to happen to iPhone since iPhone.**

### **Analysis:**

The iPhone 5 was launched in September 2012. This new Apple product was representing many major change and improvement than the older one. The

major one was iPhone 5 come with 4.00-inch display which ditches the small 3.5-inch screen. This iPhone also the first iPhone that was thinner than 8 mm. Other new improvement included LTE, 1.2 megapixel front-facing camera, dual-core 1.3 GHz A6 processor, 1 GB of RAM, and Lightning connector.

There are many improvements in this kind of iPhone 5 that has been told above. The advertiser drew those improvements with the powerful word “biggest”. People who see and read the advertisement of iPhone 5 will recognize that it was only biggest on the size only that this iPhone was very interesting from the biggest size ever. Afterward, they began to know more about its specification of features.

This advertisement also used compensation strategy. The compensation strategy can be seen from the way and effort to make different quality of the product. The product tried to give the different application and features that consumers cannot find in the other product or the product before. Significantly, it will influence people who read the advertisement. The biggest size on iPhone 5 was the significant improvement in this kind of iPhone 5 that will take biggest part to influence the consumers beside the other improvement.

#### **Datum 7**

#### **iPhone 5s: Forward thinking.**

#### **Analysis:**

iPhone 5s was introduced in September 2013. It was the next generation of iPhone 5. iPhone 5s coming with different application from iPhone 5, it is coming



with Touch ID, dual LED flash and dual-core A7 processor. Dual-core A7 processor was the recent application of Apple which made this iPhone 5s become the world's first 64-bit smartphone. This iPhone 5s was also has the most advanced technology which will make the user can do anything that they need with only operate this iPhone without any other technology machine. iPhone 5s built with Touch ID which used fingerprint identity sensor, also A7 chip with 64-bit, has iSight camera and LTE wireless. Those features were advanced technology that there was no phone used it in the world at that time.

iPhone 5s advertisement also used compensation strategy since iPhone 5s is has different feature than the other phone and the oldest iPhone. The company gives many improvements on the quality of the product. People will interest in everything that different with others which has different characteristic. The different situation can be seen from the different color of the phone. Most of phone at that time was only has white or black color, but iPhone 5s also served gold color. And also the different application on iPhone 5s such as finger identity sensor, Dual-core A7 processor was made iPhone 5s become the world's first 64-bit smartphone at that time, and also LED flash.

## **Datum 8**

### **iPhone 5c: For the colorful.**

#### **Analysis:**

After producing iPhone 5s in 2013, at the same year Apple introduced the iPhone 5c with very attractive type with very colorful colors. iPhone 5c is the

eight generation of Apple iPhone. In this kind of smartphone, Apple produced iPhone which has five variant colors; they are blue, pink, yellow, green and white. Besides the new variant color, iPhone 5c also has lower-cost on price. iPhone 5c comes with 4.00-inch display, 8 megapixel of camera, 1 GB of RAM and powered by the older A6 processor.

This iPhone 5c advertisement also used compensation strategy. Compensation strategy is an effort to make different situation than before. At that time when iPhone 5c released, there is no phone which has many colors. Therefore, it will make the consumers desire to have the different phone with other people.

#### **Datum 9**

#### **iPhone 6 and 6 Plus: Bigger than bigger.**

#### **Analysis:**

iPhone 6 and iPhone 6 Plus are released in September 2014. In this new edition of Apple was representing a whole new direction and great improvement for the company. It was the largest and the thinnest iPhone ever. iPhone 6 has 4.7-inch display with 750 x 1334 pixels, use dual-core 1.4 GHz A8 processor, 1GB of RAM, 8 megapixel rear cameras and up to 128 GB of internal memory. Since from the size, iPhone 6 Plus was biggest than iPhone 6. iPhone 6 Plus offers a 5.5-inch display with 1080 x 1920 pixel, dual-core 1.4 GHz A8 processor, 1 GB of RAM, 8 megapixel rear cameras, and up to 128 GB of internal memory. The iPhone 6 Plus was the thinnest iPhone ever that has 7.1 mm only.

From the explanation above, this advertisement used compensation strategy that can be seen from the different situation that iPhone 6 and iPhone 6 Plus give in their products than the product before. iPhone 6 and iPhone 6 Plus have bigger size than the product before. It has 4.7-inch and 5.5-inch display screens while the last bigger iPhone is only 4.00-inch display screen.

## **Datum 10**

### **iPhone 6s: The only thing that's changed is everything**

#### **Analysis:**

iPhone is the big technology of Apple that made Apple became great by people around the world. Many people around the world choose iPhone as their smartphone for their need. Therefore, they always make very significant improvement in every their new product. As like in this iPhone 6s which comes with 4.70-inch touchscreen display, powered with A9 processor, 2 GB of RAM, 12-megapixel primary camera, 5-megapixel front shooter for *selfie* and has single SIM. iPhone 6s was launched in September 2015.

In the advertisement of iPhone 6s stated the main slogan of iPhone 6s "The only thing that's changed is everything". It also draws the shape of the iPhone 6s with 3 different colors that represent some available colors. In the advertisement also explained there four available colors of iPhone 6s; silver, space grey, rose gold and gold and some features that have been told above.

In this slogan advertisement also use compensation strategy. Compensation strategy is the way the advertiser to convince the consumers by

showing them the different features and application. In this part, the word in the slogan “change” was the advertiser effort to draw that this phone has different features that the other phone. “Change” means than become different, the different thing almost is the improvement thing.

## **Datum 11**

### **iPhone SE: A big step for small.**

#### **Analysis:**

iPhone SE was the last generation of Apple iPhone. It was launched in March 2016. iPhone SE comes with only 4.00-inch touchscreen display smaller than the last iPhone, powered by A9 processor, 2GB of RAM, 12-megapixel primary camera, 1.2-megapixel front-camera, LTE network and single SIM. iPhone SE has four variant colors; there are silver, gold, space grey and rose gold.

The advertisement of iPhone SE was very interesting seen from the interesting shape and colors of iPhone SE which shown in the advertisement. Besides the shape and colors of iPhone SE, the advertisement also explains convincingly with very persuasive language about the quality of iPhone SE which has been told above. It was also state about the slogan of iPhone SE itself “A big step for small”.

Beside the used of rationalization strategy, this advertisement also used compensation strategy. Compensation strategy tries to give different situation with the situation before or situation at that time. In this slogan of iPhone SE advertisement, the advertiser stated that this kind of phone has small display while

at the 2016 era, most of the phone that people need was one has big display screen. Afterward, even this iPhone SE only come with 4.00-inch display but it has big step of advanced technology which differ from the iPhone which has 4.00-inch display.

### **3.1.1.6 Displacement Strategy**

The last strategy that used in this slogan of advertisement is displacement strategy. The researcher found displacement strategy in datum 4. Displacement strategy is process of displacing an intention or something which faced an obstacle. In this strategy the advertiser tried to get the consumer's emotion to make them interest to the product.

#### **Datum 4**

**iPhone 4: This changes everything. Again.**

#### **Analysis:**

In iPhone 4 advertisement show the slogan of iPhone 4 "This changes everything. Again" and two picture of people with big smile on their face. The pictures of the display screen also look so interesting. Two people with very big smile look very happy there. With this kind of phone, distance was not become obstacle to communicate and meet each other. People can communicate with other people face to face even they are in distance. This kind of application called by video call and this kind of application was one of the changes that they made in this iPhone 4.

In this advertisement, the advertiser used displacement strategy. The advertiser attempts to take the consumer's emotion with showing the face of people with big smile. People who see this advertisement will also feel the happiness which conveyed by the object by seeing the advertisement. Positive and spirit signal in advertisement will also give and displacing the positive signal to readers. The word "changed" also refers to the display picture, it means that the video call application will change the way to people in distance heals the longing to meet each other.

### 3.1.2 Ways to Persuade Consumers

The second research problem of this research is identifying the way of persuasive strategies implemented in slogan of iPhone advertisements. In this part, the research discusses about the way the advertiser uses persuasive strategies in each datum based on Aristotle theory, those are ethos pathos and logos. The following table is the list of the slogan and the way in persuade the consumer.

Datum	Slogan	Way to Persuade consumers
1	Introducing iPhone. Apple reinvents the phone	Ethos: the quality of the product.
2	Twice as fast. Half the price.	Logos: logical and convincing argument.
3	The fastest, most powerful iPhone yet.	Logos: logical argument and prove with some evidences.
4	This changes everything. Again.	Pathos: emotion of the happiness.

5	It's the most amazing iPhone yet.	Ethos: the special quality of the product.
6	The biggest thing to happen to iPhone since iPhone.	Logos: Logical argument.
7	Forward thinking.	Ethos: the character and the special quality of the product.
8	For the colorful.	Logos: logical argument and prove with evidence.
9	Bigger than bigger.	Ethos: The character and image of the product.
10	The only thing that's changed is everything.	Logos: logical argument and prove with some evidences.
11	A big step for small.	Ethos: the characteristic of the product.

### 3.1.2.1 Ethos

Ethos in this research found in the datum 1, 5, 7, 9 and 11. The way the advertiser persuades the consumers by showing the credibility and the quality of the product. The slogans of iPhone 2G, iPhone 4s, iPhone 5s, iPhone 6 and 6s, and iPhone SE advertisement are representing of the superiority of the product. In the advertisement, the advertiser also added with the picture of the application which made the advertisement more interesting and convincing. For example in the iPhone 2G advertisement, the advertiser showed the superiority of the product by giving logical statement and the picture of the applications to get the consumer's belief and attention.

### **3.1.2.2 Pathos**

Pathos in this research found in datum 4. The way the advertiser persuade the consumers used the function of the consumer's emotion. In datum 4, the advertiser showed two pictures of the people with smile in their face. The advertisers tried to show that this product can make people happy seen from picture of people who used this product with big smile. People who see and read this advertisement will also feel happy and want to buy the product.

### **3.1.2.3 Logos**

Logos in this research found in datum 2, 3, 6, 8, and 10. The way the advertiser persuades the consumers by stating logical information of the product and giving evidences. The advertiser also can inform about what the product provide. For example in iPhone 6s advertisement, in the advertisement stated about the product and gave some evidences with telling some features of the product. In slogan of iPhone 5c advertisement state "for the colorful", then the advertiser give the picture of the product with cheerful colors.



## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestions dealing with findings of the analysis. It concludes the overall finding of the data analysis that has been discussed in the chapter 3 and also provides the suggestion for the readers.

#### 4.1 Conclusion

The conclusion is drawn based on the result of the data analysis as the answer of the research questions. This research gets the summarization based on the slogan, pictures and sentences in the iPhone advertisements focuses on the kinds of persuasive strategies and the way the advertiser used the persuasive strategies in advertisements. In analyzing the data, the researcher uses Gorys Keraf and Aristotle's theory of persuasive strategies. Gorys Keraf's theory of persuasive strategies used to answer the kind of persuasive strategies used in slogan of iPhone advertisements, whereas the way the advertiser used the persuasive strategy analyzed based on Aristotle's theory seen from the context, the way the advertiser choose the words in slogan and the picture in advertisements.

iPhone is one of the phone companies which most people in the world used for their communication needs. In the war of marketing that were many company also offer smartphone for their communication need, iPhone still become people references of their phone. In this point of views, the researcher investigate the

persuasive strategies in slogan of iPhone advertisements in attract the consumers to buy and use their product.

There are seven kind of persuasive strategies based on the Keraf's theory. They are rationalization, identification, hypnotic, conformity, displacement, projection, and compensation strategies. From the data analysis, the researcher only found six kind of persuasive strategies used in the slogan of iPhone advertisements. They are rationalization, identification, hypnotic, conformity, displacement, and compensation strategies. The researcher did not found projection strategy in this data analysis. The most frequent strategy used in slogan of iPhone strategy is compensation, rationalization, and hypnotic strategy. Compensation strategy used in all of 11 data, rationalization strategy used in 8 of 11 data, and hypnotic strategy used in 6 of 11 data. Furthermore, identification strategy used in 2 of 11 data and conformity also displacement strategies used in 1 of 11 data.

The way the advertiser implemented persuasive strategies in slogan of iPhones advertisements are using three techniques; ethos, pathos and logos. Mostly, the advertiser showed the credibility and superiority of each iPhone in every advertisement (ethos). The advertiser also chooses strong and convincing words in the slogan of statements. Besides, the advertiser also combines with display screen of the superiority application as the evidences (logos). In addition, the advertiser also tried to take the consumer's emotion to get their attention (pathos). It makes the advertisement more interesting and convincing.

From the finding of the data analysis, it can be seen that each slogan of iPhone advertisements, the advertisers not only implemented one strategy. Some of slogan used three or two strategies implemented in the advertisement to persuade the consumers and get their attention and finally buy and use their product. The advertiser also mostly shows the different features of iPhone to attract the consumer's attention which represent in the slogan of each iPhone. Besides, the advertiser combines between convincing slogan, display pictures and colorful color to get their attention.

#### **4.2 Suggestion**

Persuasion is one of the human life parts. People mostly use persuasion in order to get what their goal of communication. Nowadays, people can find persuasion in every single part of human life. Especially in marketing, one and each other company tries to persuade the consumer to buy their products using many kind of strategies. Therefore, it is interesting to discuss about the way people tries to persuade the readers or listeners to believe what they are talking about. Persuasion is not only related to marketing but there are still many fields that also related to persuasion such as politic, sermon, advertising, and other part of life.

As there are still many fields can be analyzed for persuasion, it is suggested to the next researchers who are interested in conducting the investigation on other persuasion object. It can conduct the investigation on the way Sales Promotion Girls (SPG) in promoting the product to the consumers in direct communication. It is also possible for the next researchers to conduct the

investigation on the speech of candidate president in their campaign. Therefore, the researcher hopes that this research can give contribution and new ideas to the readers, especially who interested in persuasive strategies.



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## **APPENDIX**

## 1. iPhone 2G



## 2. iPhone 3G





### 3. iPhone 3Gs

## iPhone 3G

The fastest, most powerful iPhone yet.



[Watch the Guided Tour](#)

Shoot video, then edit it right on your iPhone.

Make a call or play a song using Voice Control.

Search across your iPhone using Spotlight Search.

Let Compass point you in the right direction.

### 4. iPhone 4



## 5. iPhone 4s



## iPhone 4s

Dual-core A5 chip.  
All-new 8MP camera and optics.  
iOS 5 and iCloud.  
And introducing Siri.

It's the most amazing iPhone yet.



Watch the  
iPhone 4S video ▶

## 6. iPhone 5



## iPhone 5

The biggest thing to happen  
to iPhone since iPhone.

From £529

[Pre-order](#)

## 7. iPhone 5s



iPhone 5s

Forward thinking.

The most advanced technology all leads up to this.

iPhone 5 set a precedent, with an amazing amount of technology in a remarkably thin, light design. iPhone 5s builds on that achievement with Touch ID — a fingerprint identity sensor. An A7 chip with 64-bit architecture. An even more impressive iSight camera. And ultrafast LTE wireless.

The advertisement features a gold iPhone 5s shown from both the back and front. The front view displays the iOS home screen with various app icons. The background is a light beige color.

## 8. iPhone 5c



iPhone 5c

For the colorful.

The advertisement shows a red iPhone 5c lying horizontally. The screen displays a colorful grid of app icons. The background is a solid red color.



iPhone 5c

For the colorful.

[Watch the video](#)

The advertisement displays five iPhone 5c phones standing vertically in a row, showcasing different colors: green, blue, yellow, red, and white. The background is a light grey color.

## 9. iPhone 6 and 6 Plus

**Bigger than bigger**

Pre-order now and get free shipping. Or reserve for pickup from your favourite Apple Retail Store. Available in Apple Retail Stores from 8:00 am on 19 September.

[Pre-order](#)

iPhone 6  
4.7-inch from £539

iPhone 6 Plus  
5.5-inch from £619



## 10. iPhone 6s

iPhone 6s

The only thing that's changed is everything.



**Available Colors:** Silver, Space Grey, Rose Gold, Gold

**Storage**  
16GB / 64GB / 128 GB

**System Architecture**  
Apple A9 Chipset  
RAM: 2 GB

**Connectivity**  
Single SIM (Nano SIM)  
Bluetooth 4.2, A2DP, LE  
Wi-Fi: 802.11 b/g/n  
GPS, NFC

**Market Price**  
\$827 (16GB)  
\$949 (64GB)  
\$1072 (128GB)

**Camera**  
Front: 5MP  
Rear: 12MP iSight camera

**Battery**  
Non-removable Li-Po  
1715 mAh

**Display**  
4.7-inch, 750 x 1334 pixels  
LED-backlit IPS LCD

**Special Features**  
Fingerprint sensor  
4G LTE  
iOS 9  
Siri

Created By: **SAGMart**

## 11. iPhone SE



iPhone SE

A big step for small.

[Watch the keynote >](#)

Welcome to iPhone SE, the most powerful 4-inch phone ever. To create it, we started with a beloved design, then reinvented it from the inside out. The A9 is the same advanced chip used in iPhone 6s. The 12-megapixel camera captures incredible photos and 4K videos. And Live Photos bring your images to life. The result is an iPhone that looks small. But lives large.

4"

Retina display

A9

chip

12MP

12MP camera

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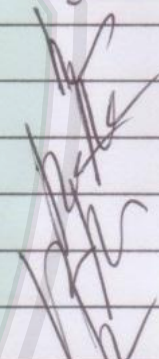
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