

**TECHNIQUES OF PERSUASION USED IN
ADVERTISEMENTS PRESENTED IN SCTV**

THESIS

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**ENGLISH LETTERS AND LANGUAGE DEPARTMENT
THE FACULTY OF HUMANITY AND CULTURE
THE STATE ISLAMIC UNIVERSITY OF MALANG
2008**

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Presented to the State Islamic University of Malang in partial fulfillment of
the requirements for Degree of *Sarjana Sastra* (S. S)

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This thesis is to certify that the Sarjana thesis entitled “TECHNIQUES OF PERSUASION USED IN ADVERTISEMENTS PRESENTED BY SCTV PRESENTERS” written by Zainiah A’yun has been approved by the advisor for further approval by the Board of Examiners as one of the requirements for the Degree of Sarjana Sastra (S. S) in English Letters and Language Department.

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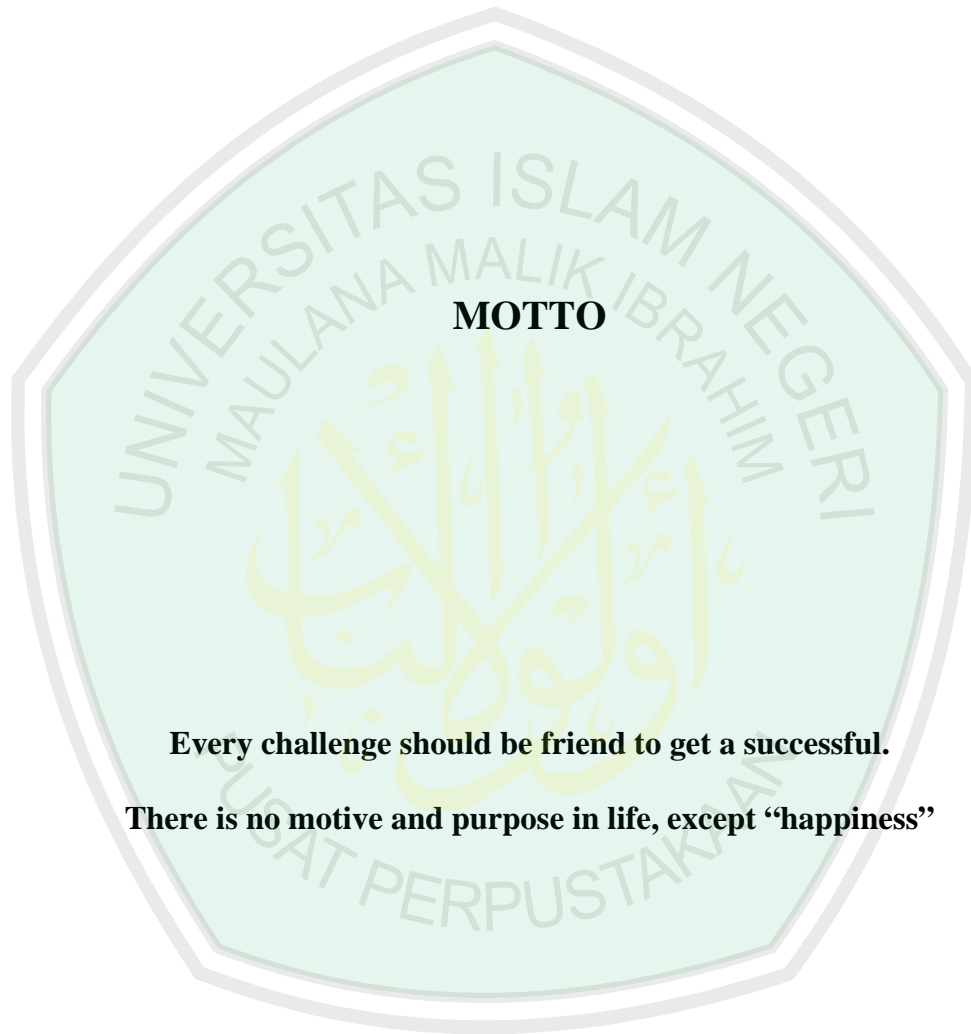
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MOTTO

Every challenge should be friend to get a successful.

There is no motive and purpose in life, except "happiness"

DEDICATION

I would like to dedicate my work to first of all my beloved parents: father, Mohammad Amin; mother, Umi Hanik; young sisters Ani husniah and Luluk Mardiana; the big family in Sidoarjo, Pasuruan, and Lamongan, thank for their endless loves, prays, and supports.

My dedication should also go to all the researcher's lecturers, thanks so much in giving the researcher knowledge, unforgettable experiences, and supports.

Next dedication should also go to all the researcher's friends in English Letters and Language Department, special for: Ucik-bee (Ucok), Peny, Ririn, Aini, Mina, Afif, etc. Also thanks so much for Umi, Pink, Ni'me and Cucan (thanks for borrowing their computer) and also all the my friends in boarding house of GAPIKA: Ana, Nimas, Dina, Aam, Vera, Ririn, double Ria, Jo, Lilik, Ris_q, Lina, Vety, Lely, Arin, Diah and Zulis, thanks for our togetherness, support and motivation.

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Malang, 28 March 2008

The Researcher

ABSTRACT

A'yun, Zainiah. 2008. *“Techniques of Persuasion Used in Advertisements Presented by SCTV Presenters”*. Thesis. English Letters and Language Department. Faculty of Humanities and Culture. The State Islamic University of Malang.

The Advisor : Drs. H. Djoko Susanto, M. Ed., Ph. D

Key Words : Persuasive, Advertisement, SCTV, Presenter.

This research examines techniques of persuasion used by SCTV presenters. This research involves advertisements and SCTV presenters. The data is obtained from advertisements presented by SCTV presenters by using English language while most of the consumers use Indonesian language.

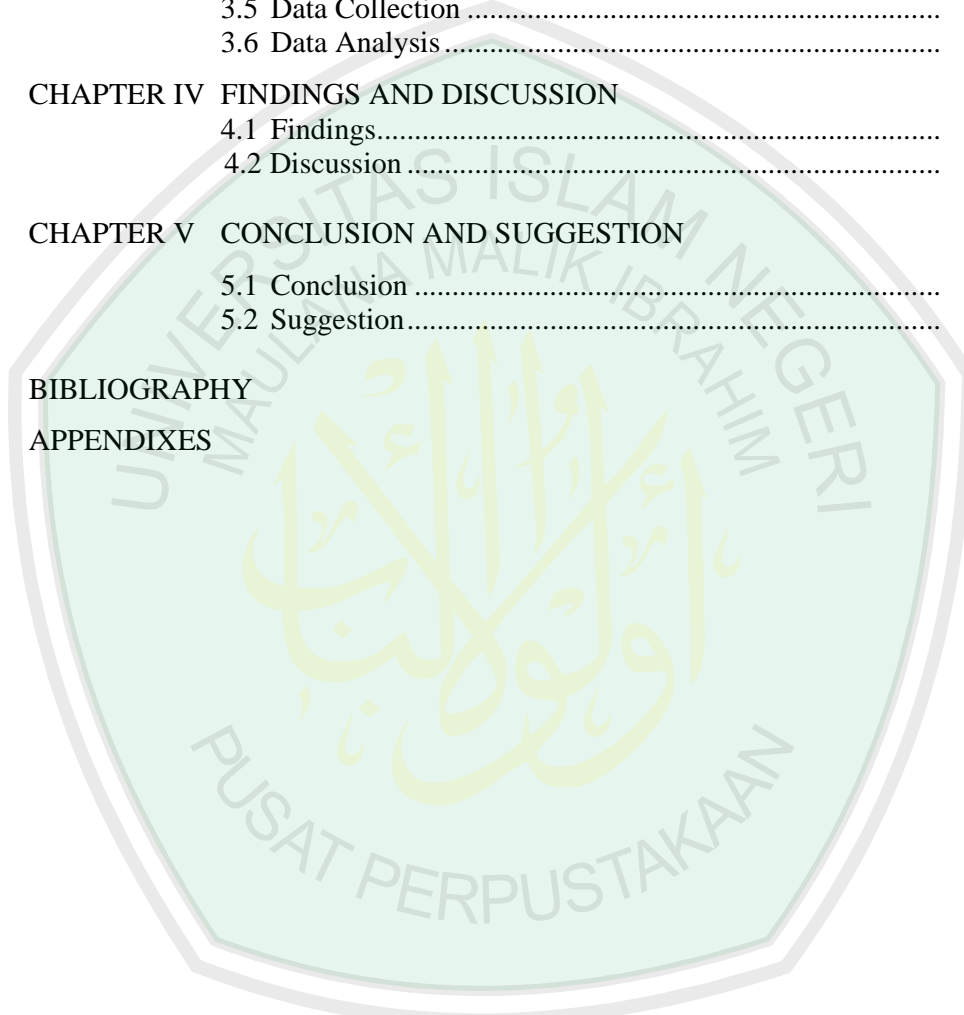
The data are analyzed descriptively depend on the techniques of persuasion used in advertisements presented by SCTV presenters by exploring Keraf and Renkema theories. The kinds of techniques of persuasion are indicated from the advertisements sentences used by SCTV presenters. However, the kinds of techniques of persuasion used by SCTV presenters are indicated not only by the creativeness of the advertisers in choosing the words to save the time and price but also the usage of an idol as the spokes person to attract the consumers' attention. The findings of the researcher showed that most of English language in advertisements used by SCTV presenters are; suggestion, rationalization, identification and conformity techniques. On the other hand, the researcher founds source and receiver techniques in Renkema theory and also the modes of persuasion; personal character, put the audiences into a certain frame of mind, and shows the evidences.

Finally, the researcher hopes that this research can give a contribution for the next researchers who are interested in the techniques of persuasion research by using other theories that more complete and better.

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CHAPTER I

INTRODUCTION

1.1. Background of Study

Persuasion is sometimes called changing behavior. It can also be defined as changing attitudes or belief; such as winning friends, influencing people, gaining cooperation, or selling a product or an idea. Persuasive is having the power of persuading or tending to persuade or influence (Grolier Webster International Dictionary: 708). Language is what the members of particular society speak (Wardough, 1986: 1). It means that when we want to talk to each other we need a language as a tool of communication. Related to this definition, we can conclude that persuasive language is a language or a tool to persuade other people.

The technique of persuasion in advertisement is used to persuade consumer, so people will be interested in buying the product and also they have problems in comparing the product with other. To find the road to success, the advertiser should introduce the product by using label, pack, and slogan; make the product different from other; bind consumer with the product and engagement; and present the advertisement words with the identification, differentiation, association and repetition.

Introducing the product using label, pack, and slogan to consumer is a symbol to tell the consumer who is the owner of the product. Nokia is a label for mobile phone, when people hear someone says “Nokia” so in their mind it is a

mobile phone. Another example is the label for Honda. Honda is used for motorcycle, people will not misunderstand to with this label; people will not think that this product is for snack, medicine or fashion. Usually the advertiser takes slogan from the product itself. For example, the slogan of Honda Vario itself is taken from the word of label, I am Vario What About You. The purpose of doing this is to make people easier to remind the product.

In making the different product from other, the differentiation product is still needed for the advertiser when the advertiser advertises the product because each product has a unique thing. Rosser Reeves, one of the advertisement pioneers, claimed about “the Unique Sale Proposition” (Asmajasari, 1997: 33). The unique sale proposition is claimed as a way which differentiates one advertisement from other. In this era there are many advertisement which use interesting words to catch the consumer’s attention and demands, so what the advertiser should do is to make “the unique sale proposition” which introduces the identity of the product, because it could be the other firm use the same claim. The advertiser can take the other firm claims then compare with what he has. This way is taken because the advertiser needs his product to be different from other products and it will create good image in the consumers’ mind. So if it has a good image, the consumer will enchant the product.

Association is a way of the advertiser puts on the product with the slogan or character’s product then the advertiser tries to relate the product, slogan, and brand and also the character of the advertisers’ business with his experience.

Advertisement creates the consumers’ demand and changes it to be the need then

relate the product with the consumer's experiences. The consumers' experiences which are described should be different from and better than the competitor's engagement. If the advertisement is successful, it will create good association in their experiences in the advertisement and product itself. Advertisement itself will be successful if it is supported by repetition way. Repetition is an advertisers' way to make the advertisement easier to remind. The advertiser will present his advertisement again and again, because of this advertisement presented on television so consumer will watch it again and again and they do not need an extra effort to think and remind the advertisement.

Advertisement needs a certain language to attract the consumers' attention. The language that is used to send an advertisement should be suitable with the consumer. Ogilvy in Weilbacher (1984: 193) argues that "If you try to persuade people to do something or to buy something, it seems to me that you should use their language, it means that the language they use everyday and also the language in which they think. So, the advertisement matter should have high creativity and strong imaginations to make the advertisement more interesting".

In advertisement, the verb to persuade does not mean to present information so provocatively that people will make their own minds up in favor of the product advertised (Whittler, 1958: 38). The goal of persuasion is to convince the target to internalize the persuasive argument and adopt this new attitude as a part of their core belief system.

Many advertisements use humor, sexual appeals, or celebrities which capture consumers' attention but result in poor recall of their brand name or

message. Advertiser that deals with this problem will use sources (actors, athletes, rocks stars, or attractive models) who will attract the target audience's attention.

The term source means the person involved in communicating a marketing message, either directly or indirectly (Belch and Belch, 2001: 172). A direct source is a spokes person who delivers a message or demonstrates a product or service. An indirect source is a model who does not actually deliver a message but draw attention or enhance the appearance of the advertisement. Some advertisements use either a direct or an indirect source. Indonesian advertisement firm uses an idol as a spokes man and woman to capture the attention of consumers when they see their performance in commercials and this is the international quality product and the best quality symbol. The advertiser tries to select the individuals whose traits will maximize message influence.

Advertisement is one form of communication that uses written or oral language to send its messages. Advertisement is the way to publicize some goods or services. Spriegel in Susanto (1974: 199) stated that advertisement is any paid form of non-personal presentation of goods or ideas to a group. In other word, in advertisement, the advertiser informs the products or ideas by using media and the advertiser has to pay the media because of renting out the space and time.

In Indonesia, television becomes the first choice to entertain people because television is more interesting than other mass media and also television provides both sound and visual, so people can enjoy the real life more than other mass media that are limited by single dimension of sight or sound. When people read magazine, they must watch and focus their mind on reading and illustrate

what they got from reading by imagining it, but if they watch television they can save their energy because television gives real and life description.

The wide usage of television and the interest of television as one of the media of communication in the society make television more interesting than other mass media for advertisers to advertise their products. According to Jefkins (1994: 110) advertisement in television has several advantages. (1) it is realistic for the viewers; it is caused by the effect of visualization that combines the color, sounds and actions; therefore, television advertisement looks live and real, (2) it is easier to address the society. Society enjoys watching advertisement on television more than other media because advertisement on television is accepted in comfortable situation and condition, for example at home, and (3) there are many repetitions of advertisement on television because the advertiser tends to make advertisements short one but it will appear many times a day. Television is often called “king” of the advertisement media, since people like to spend more hours watching television per day than paying attention to any other media.

Television is a media of communication in transferring the advertisers' message to the consumers', so the message of advertisements must be in correct articulation and the most important thing is to use clear and short utterance.

Therefore, it is a must for the advertisers to choose the right words. The choice of word or diction should be correct and have persuasive power to influence the consumers' mind. It means that the language in advertisement should be clear and brief and avoid ambiguity. The advertisers have to know their audiences, because the audiences of television come from various backgrounds of life experiences

and status. Without knowing the information above, the message will not be affective.

Bovee and Arens (1986: 9) state that as marketing function, advertisement has function to identify and explain the difference between one product and other; promote a product; inform the advantages of the product, whether the price of the product must be cheaper than the other products; and the place where the consumer can get the product must be easily reached.

Each advertisement contains a message from the advertiser to the consumers. If the advertiser is successful in sending the messages and the consumers have been persuaded, the advertisement is successful. Liliweri (1992:13) states that the message of the advertisement must be informative, educational and persuasive. Informative here means that advertisement tells the consumers about the advantages of the product and the qualities of the product, whereas, educational here means the advertisement is to increase the knowledge of the consumer (especially about new technology, because the advertisement appear, usually carries a new technology). Beside that, the advertisement also teaches the consumers about making decision in buying the product or not. The last is persuasive, it means that the advertisement can persuade the consumers through their emotion and their minds to follow what the advertiser says, wants and buys the products.

There are a number of researchers who have already conducted the study on the language used in advertisements, such as Wibisono (1998) who studied the language used in Ballyhoo advertisements. He found out that most of copies in

ballyhoo advertisements fulfill the criteria stated on the rule of writing a good advertisement, i.e. use short, simple words, no more than ten words, contain an invitation to the customers, the product benefit, the name of the product, an interest provoking idea, and sometimes it is directed to the prime prospects, and also contain action verb.

Another relevant study, Retno (2003) focused on the structure and motivated sequence of persuasion in hotel advertisement brochures. In her research, she observed the technique of persuasion in hotel advertisement brochures. Then she concluded that the structure of the hotel brochures advertisement and the motivated sequence of persuasion are of various kinds. Here she found out that the persuader utilizes a five step in the technique of persuasion namely motivated sequence. Those five steps are getting attention, establishing a need, satisfying the need, visualizing the future and asking for action.

The area of this research is discourse analysis, since the researcher analyzes the spoken language in recorded form then changes in text form. And this research focuses on the common word of technique persuasive used in some advertisements on television. There are so many advertisements and channel on television, for example SCTV (Surya Citra Televisi); RCTI (Rajawali Citra Televisi); Indosiar; etc, but the researcher should select the advertisements which are suitable with her research and the researcher focuses of her research is on the technique of persuasion on advertisements on SCTV. This research is focused on the way the advertiser capture the consumers' attention when he chooses

television as the media to deliver his message, so the advertisers need to be creative in making his product interesting and the consumers will not change the channel of television when this product appeared on television. The creativeness of advertiser is demanded not only in choosing the words to save the time and price of advertising the product on television but also the usage of an idol who will attract the target audiences' attention. In SCTV program, the advertisers use an Indonesia artist as an idol i.e. Agnes Monica, VJ. Daniel, Miss Universe, and also other native speakers as the spokes person who delivers the advertisers' message, the advertisers should pay attention for the usage of the words because their audiences come from various backgrounds of experiences and status. SCTV program is one of the private televisions in Indonesia. Although the audiences of SCTV program come from various backgrounds, but nowadays, in Indonesia there are so many migrant from other countries and they stay in Indonesia, so they influence the Indonesian culture including the Indonesian language as the national language. Indonesian is usually use English language in their daily activities and they mix Indonesian and English, for example, "Saya ucapkan Happy Birthday to you"; "Mie Sedap is perfect"; etc. Because of this phenomenon, the advertisers try to use English language in their advertisement. The advertisers show the advertisements in many times over and over again.

1.2. Problem of Study

Based on the background of the study, this research is conducted to identify the techniques of persuasion used in advertisements presented by SCTV presenters to persuade the consumers.

1.3. Objective of Study

The objective of this research is to find out the techniques of persuasion used in advertisements are presented by SCTV presenters to persuade the consumers, because these advertisements presented by SCTV presenters by using English language while most of the consumers use Indonesia language.

1.4. Scope and Limitation of Study

This research is limited on analyzing the advertisements (UC 1000 mg of Vitamin C Health Drink by Zulekha Rivera; Honda Vario motorcycle by Agnes Monika and VJ. Daniel; and Nokia mobile phone by the native speakers) uses the techniques of persuasion used in Keraf theory (rationalization, identification, suggestion, conformity, compensation, projection, and displacement) and also Renkema theory (source, message, channel and receiver)

1.5. Significance of Study

The result of the research is expected to be useful for the businessman, the advertisers, the agencies or the amateur advertisers to arrange and formulate a good or use a common word in process of making a persuasive advertisement.

The businessmen, the advertisers and the agencies have to know their

audiences, because the audiences of television come from various backgrounds of life experiences and status. Without knowing that information, the message will not be affective. And also this research is expected to be useful for the English students and the lecturers who are studying about the discourse analyzes focused on the argumentative discourse.

1.6. Definition of Key Terms

In order to avoid misunderstanding about the terms used in this study, the key terms used in this study need to be explained.

1. Persuasive is the act of persuading which causes somebody to do something.
2. Advertisement is a kind of communication process to inform and influence the audience about the product.
3. SCTV is one of the television channels in Indonesia.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of three parts: (1) persuasion; modes of persuasion; persuasion process; and techniques of persuasion, (2) advertisement; definition of advertisement; the language of advertisement; kinds of advertisement; function of advertisement; characteristics of advertisement; persuasive language in advertisement; and the way to persuade consumers, and (3) television advertisement

2.1. Persuasion

Persuasion is one of techniques to influence people by using data and psychologist fact from consumers who will be influenced (Susanto, 1997: 17). Psychologist fact means that people are easy to persuade using a product and to do something. Keraf (2003: 118) states that persuasion as a verbal art which aims to convince people to make an action which is expected by the speaker or writer at present or in the future. Because the final objective of persuasion is to make other people do something, persuasion can be included into one way of decision making. Those, to whom persuasion is directed; male or female, old or young, and educated or uneducated, must be convinced that the decision they made is right and they do not do it under coercion.

Larson (1986: 3) concludes that persuasion is a process that changes attitude, belief, opinion, or behavior. Persuasion occurs only through cooperation

between sender and receiver. The focus of persuasion is not only on the sender, the message, or the receiver, but all of them are equally focused on. All of them are cooperative in making a persuasive process. In addition, an idea to make a persuasion is cooperative creation ideas. The ideas of creation mean that what is inside the receiver is as important as the source's intention or the content of the message that wants to be expressed. So that, it can be said that persuasion is a result of the combined efforts of source and receiver.

2.1.1. Modes of Persuasion.

Aristotle (1954: 24-26) classifies the modes of persuasion furnished by a spoken word into three kinds. The first kind depends on the personal character of the speaker; the second depends on the way of putting audience into a certain frame of mind; and the third depends on the apparent proof or evidence, provided by the word of the speech itself.

1. Personal Character of the Speaker.

Persuasion is achieved by the speaker's personal character when the speech is spoken to make us think that the speaker is credible. Keraf (2003: 21) suggests that in human relationship, character is one of the factors that should always be considered. Persuasion will run well if audiences recognize that the speaker has good character and has high credibility. As the example are Agnes Monika and VJ. Daniel as the speakers. Agnes is as the best actress. She can be the actress of advertisement who can invite the consumers' interest to the product that advertised. People will trust in the product (Honda Vario motor automatic). In this case, Agnes Monika has a good performance in some

movies and she is also the best singer female. Another example is VJ. Daniel, almost all people know him. He has a good performance when being a presenter music programs in local television. Their both performances when being an icon of the product advertised can make the product achieved in society.

Mainly the speakers' character is almost able to be called the most effective way in persuasion. The speakers' character and personality can also be seen from their speech, and styles they used, such as diction; sentence structure and others that become the speakers' totality. Such as personal character of someone who talks in television, it can be measured from his language and his character. To make the audiences credible with the speakers, the speakers have to know well the problem that will be talked.

2. Putting the audience into a certain frame of mind (Ability to control Emotion)

Persuasion may come through the audiences when the presenters stir their emotion. In using such appeals, persuaders assess the emotional state of their consumers and design artistic appeals for those statements. The presenters also should stimulate consumers' emotion if necessary. The ability of controlling emotion is not only depends on the consumers but also the presenters itself. In addition, the presenters should prepare the content of the persuasion that is suitable with the purpose intended (Keraf, 2003: 22).

However, controlling the consumers' emotion is also needed.

3. Apparent Proof or Evidence.

Giving apparent proof is used to prove or empower the truth of the object that persuaded. A requirement to be successful in persuasion is that the persuader should provide sufficient evidence. Persuasion that is done by persuader should show the truth that can guarantee the product is better than other and it should not be too abstract for consumers. One simple way of giving evidence is taking the society with the product. For example is *Suzuki* motorcycle trick which carry society in their motor tour for persuading society to buy the Suzuki motor.

2.1.2. Persuasion Process

According to Renkema (1993: 128), there are four elements of persuasion process most widely referred to; source, channel, message, and receiver.

Source is one of important factors in acceptance stages that are able to be expressed in two ways; source credibility or believability and the source's attractiveness to the receiver. Renkema (1993: 128) says that the demand of sources has to be done with credibility and feelings (sympathy/ antipathy, like/ dislike) as the result that evoke the source. Credibility, for example, a reputable of Honda Vario motorcycle will convince people more effectively than other motorcycles which are old fashion and untrendy. The consumers' attitude relatives to the source of advertisement because it has a good deal of influence on the likelihood of a shift in attitude concerning specific issues.

Message is one of the major factors in persuasion process. The argument that should be chosen; the persuader should refutes the arguments or leaves them

out; the part of advertisement that should present the argument stronger, whether in the first, in the middle or last; the style of the advertisers that should be most effective are some of examples that should be in message. For example, the advertisement of UC 1000 mg of vitamin C Health Drink advertisement on television, the advertiser does not show the message in the first and the middle but in the end of the sentences. The advertiser only states that UC 1000 mg of vitamin C Health Drink is made by natural ingredient and with innovative technology. Then in the end, the advertiser states that UC 1000 mg of vitamin C Health Drink can make healthy and fresh. This means that the advertiser stress the message that if people consume UC 1000 mg of vitamin C Health Drink, they can be healthy and fresh.

Channel is something to do with the media (magazine, newspaper, radio, television, et cetera) which are used to advertise the advertisements. Channel is considered to be important since it can make the advertiser easy to achieve the target of product or message. In advertisement, different people will use different channel because of their various background. Channel really can be seen, for example, Honda Vario advertisement. The company wants to enlarge this product through television. The company uses this media to catch the consumers' interest. They ask Agnes and VJ Daniel for to join with this product who are having good looking performance which aims that by rides this motor, people will look beautiful and handsome, also they will being the famous people.

The *receiver* is related to the target of message. The receiver is people who are expected to change their behavior then do what the presenters want or perform

what speaker intended to convey. Therefore, the presenters or persuaders have to understand their audiences or viewers or consumers and their audiences or hearer or consumers' background of knowledge. Also, the presenters or persuaders should know about their initial attitude audiences or hearer or consumers; male or female, old or young, and educated or uneducated.

2.1.3. Techniques of Persuasion.

Keraf (2003: 124-131) argues that techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

1. *Rationalization.*

It is the use of mind process to give a justification for a certain problem. In this technique, the presenter or the advertiser needs only some statements as the proof to justify the product's quality and to give this justification. The advertiser should know the audience's or consumer's needs, their attitude and belief. In persuading consumer, the advertiser gives some rationalizations. For example, in UC 1000 mg of vitamin C Health Drink advertisement, the advertiser shows that if people consume this healthy drink they will look like Zulekha Rivera, the presenter of the product who seems always healthy and fresh.

2. *Identification.*

In this technique, the presenters have to analyze their audiences or viewers or consumers and the situation accurately, whether they are adult, teenager or children. By identifying them, the presenters will be able to show

their product to the consumer easily. Identification is a key of success for advertisers. This technique is able to be seen at the Honda Vario motor advertisement. The advertiser shows in his advertisement that express in many situation and kinds of people. It identifies that Honda Vario motor can be used for all kind of wound, all of part of bodies and for all ages.

3. *Suggestion.*

Suggestion is an effort to persuade or influence people to accept the certain conviction without giving a principle or logical belief to the persuaded people. Usually the persuader will give suggestion by words and intonation. The process of suggestion, however, such as direction that involves getting the consumer to accept the product without thinking an idea, belief or action. For example of this is UC 1000 mg of vitamin C Health Drink advertisement. In this advertisement, the advertiser suggests the consumers who want to be healthy and fresh; they should consume the UC 1000 mg of vitamin C Health Drink.

4. *Conformity.*

Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumers' condition. It involves attitude that taken by the advertiser to adapt him self with the condition (circumstances) or to do action for not arising strained situation. Conformity is usually also considered as an action that will bring positive influence up to progress. For example in Honda Vario motor advertisement, the advertiser shows to the consumers that they

should ride Honda Vario motor to make them easier who want to go anywhere. This strategy is used to catch the consumers' attention and interest.

5. *Compensation.*

It is an action or a result from an effort to look for a substitute for something unacceptable or indefensible circumstance. In persuasion, the presenters can push the consumers to do an action that is wanted by the presenters by convincing them that they have ability to do what the presenters' done. In Honda Vario motor advertisement, it compensates another motor, which are old fashion and untrendy, while Honda Vario motor is a trendy and fashionable motor.

6. *Displacement.*

Displacement is a process that attempts displacing an intention or a matter that faces obstacles, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection. Displacement can be seen from Honda Vario motor advertisement. In that advertisement there is someone who does not use Honda Vario motor and she is not seems fashionable and trendy human being, but when Agnes and VJ. Daniel drive it, they seem trendy and fashionable.

7. *Projection.*

It is a technique to make something that firstly being a subject then it becomes an object. For example, if someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. A mistake

that done by somebody shifted the mistake to other people, and said that he has it.

2.2. Advertisement

Advertisement presents communication between the advertisers and the audiences or viewers indirectly. Advertisement tends to persuade and inform the viewers to do something. Kleppner (1986: 22) said that advertisement is a part of marketing that helps a company to get the product into the customer's hand. It delivers the message that is not merely informative but also persuasive.

The main points of advertisement constitutes a product, a company or producer, a tool for selling something and giving information and persuasion. Advertisement as a communication creates the minds of consumers to believe or to use the products or services. As a matter of fact, advertisement is concerned as a way to communicate between an advertiser and consumers. The message will be successful, if the communication made represents a product or service.

2.2.1. Definition of Advertisement

Advertisement itself is one kind of communication to persuade the audience. Many experts define advertisement differently. Belch and Belch (2001:15) state that advertisement is defined as any paid form of non-personal communication about an organization, product, service or idea by identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertisement message generally must be bought. The non-personal component means advertisement involving mass media (e.g. TV, radio, magazines, and

newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertisement means there is generally no opportunity for immediate feedback from the message recipient (except in direct response advertisement). While Prameswaran (2001:2) says that advertisement is the art of persuasion of human minds through a whole range of communication media.

The bottom line of advertisement is to sell by creating positive impressions about a product, service or a concept. Jones (2002:2) gives definitions of advertisement as a perpetually and relentlessly commercial enterprise. It builds or protects business, which normally means increasing or protecting sales and it is evaluated by its ability to do these tasks. Their role purpose in building such an audience is to make money from it – specifically by selling these viewers or listeners or readers to the manufactures of the brands that will be advertised on the media vehicles. So it can be concluded that advertisement is a kind of paid messages delivered through mass media, which has specific purpose to persuade people.

2.2.2. The Language of Advertisement

The language of advertisement does not have the same purpose as a common language; it is different from the language that is used in daily life. The language of advertisement uses effective illustration and contains special powers that are allowed to be understood and to control the viewers' behavior as stated by Crystal (1993) that the aim of advertisement is to draw attention to a product or service in order to sell it.

Keraf (2002:21-24) also stated that people with broader knowledge of words (diction), they will speak correctly. To express a correct idea, it is needed more than the accuracy of the words choice, it also needs an appropriate words. Then, Keraf concludes about the diction are as follows; first, diction seizes the correct words used to express the idea; second, diction seizes the accurate and appropriate words used; and third, accurate and appropriate words which can be expressed correctly, if there is a broader knowledge of words.

Based on the explanation above, in order to make the message of advertisement understandable and acceptable on consumer, the language of advertisement should contain accurate and appropriate words because words are the tool of saying something. It means that the usage of the words should be effective and suitable.

Jugenheimer (1991:29) states that an advertisement that attracts the attention of the audience and offers information or some kind of pay off in return for the audience's time can be successful only if it meets the following criterias; first, it uses language that the audience can understand; second, it does not conflict too much with the beliefs or values of audience members; and third, it shows what the product or services will do for the consumer's family and friends will feel about it.

2.2.3. Kinds of Advertisement

According to Bov'ee and Arens (1986: 11-17) the classifications of advertisements are:

1. Classification by target audience

The target audience is generally defined as that group of individuals to whom the advertisement message is directed. There are many classifications of the target of audiences. The two major ones are consumers' advertisement (television, radio, newspaper, and magazine) and business advertisement (concentrated in specialized business publications or professional journals).

2. Classification by geographic area covered

There are four classifications of advertisement based on geography; international advertisement, national advertisement, regional advertisement and local advertisement.

3. Classification by medium

Advertisement can be classified on the basis of the medium used to transmit the message. Medium is used to present an advertisement to its target audience; there are newspaper advertisement, magazine advertisement, and et cetera.

4. Classification by function or purpose.

There are three classifications of advertisement based on function or purpose; product and non-product advertisement, commercial and non-commercial advertisement, direct action and indirect action advertisement.

2.2.4. Function of Advertisement

Advertisement function is able to be categorized as marketing, communication, education, economic and social function (Bov'ee and Arens, 1986: 9-12): these will be explained as follows:

1. Marketing function

Advertisement is useful for companies to increase their sales or profit, which is used to sell products, services or ideas.

2. Communication function

As communication function, the advertisement gives information to a group of people about products or services.

3. Education function

People learn from advertisement. They learn about the products that are available to them, and they can learn how they can make their lives better.

4. Economic function

Advertisement provides consumers with news of new products or prices and it gives industrial buyers important information about new equipment and technology.

5. Social function

Advertisement is one of the major forces that improve the standard of living in the country and around the world. As the social function, it gives consumers an attractive picture of the products available to them, advertising modifies them to buy.

2.2.5. The Characteristics of Advertisement

Bollen in Hadiwijaya (1994: 30) states that the characteristics of advertising are as follow:

1. *Inform.*

Advertisement informs customers about the goods, services and ideas. It also tells them how to get the goods by means of identified sponsors. One thing that should be carefully concerned in dealing with the information is that whether the information is sufficient for the consumers or not.

2. *Persuade.*

In this role, advertisement should sell the product, services or ideas. Advertisement should not only inform the new product, but also should try to persuade the potential customers that they need to buy the new product. Therefore, persuasion is the center of advertisement.

3. *Controlled Form.*

In a traditional business situation, an advertiser pays for the advertisement. As a consequence, the advertiser has control over the advertisement; it includes what the advertisement will say and where the advertisement will be placed.

4. *Non-personal Presentation.*

Advertisement is not personal selling; it is mass communication that uses various media (magazine, television, radio, et cetera) to deliver the message to the consumers. Although the advertisement messages may give the impression of a personal appeal, it cannot be truly personal selling.

5. *Ideas, goods, services.*

Today, many advertisement sell services, such as a commercial bank that is in the service business, as insurance companies and restaurants.

Institutions may also sell goods, but service is an important reason for their existence and this should be reflected for their advertisements.

Advertisements also sell ideas. The firms automatically may use advertisement to sell the idea.

6. *Identified sponsor*

The originator of the propaganda may assume a low profile so that the recipient of the message will not be sure with the source. Advertisement, in the other hand, want the sponsor of the message to be known and in the contrary without an identified sponsor, it was wasteful to use advertisement fund.

7. *Selected market.*

Advertisers should attempt some ways to develop their advertisement and select their media based on their selected market. Otherwise, it will usually result in undesirable advertisement effort.

2.2.6. Persuasive Language in Advertisement

Persuasive is having the power of persuading or tending to persuade or influence (Grolier Webster International Dictionary: 708). Then language is what the members of particular society speak (Wardaugh, 1986: 1). It means, when we want to talk to each other we need a language as a tool of communication. Related to those definitions, we can conclude that persuasive language is a language or a tool to persuade other people.

2.2.7. The Way to Persuade Consumers.

According to Richard and Long (1991: 130-131) advertisement is the art of persuasion to sell a product, advertisers must make the advertisement sound attractive and as desirable as possible. They must make consumers feel that they really need the product. There are several rules which advertisers follow in trying to persuade them.

1. Capture the consumers' attention.

The first thing that the advertiser must do is to make the consumers stop their activity and then they hope that the consumers will read or listen to the advertisement. In addition, song is easier to listen because it's completed with good voice and melody.

2. Make the consumers feel they need the product.

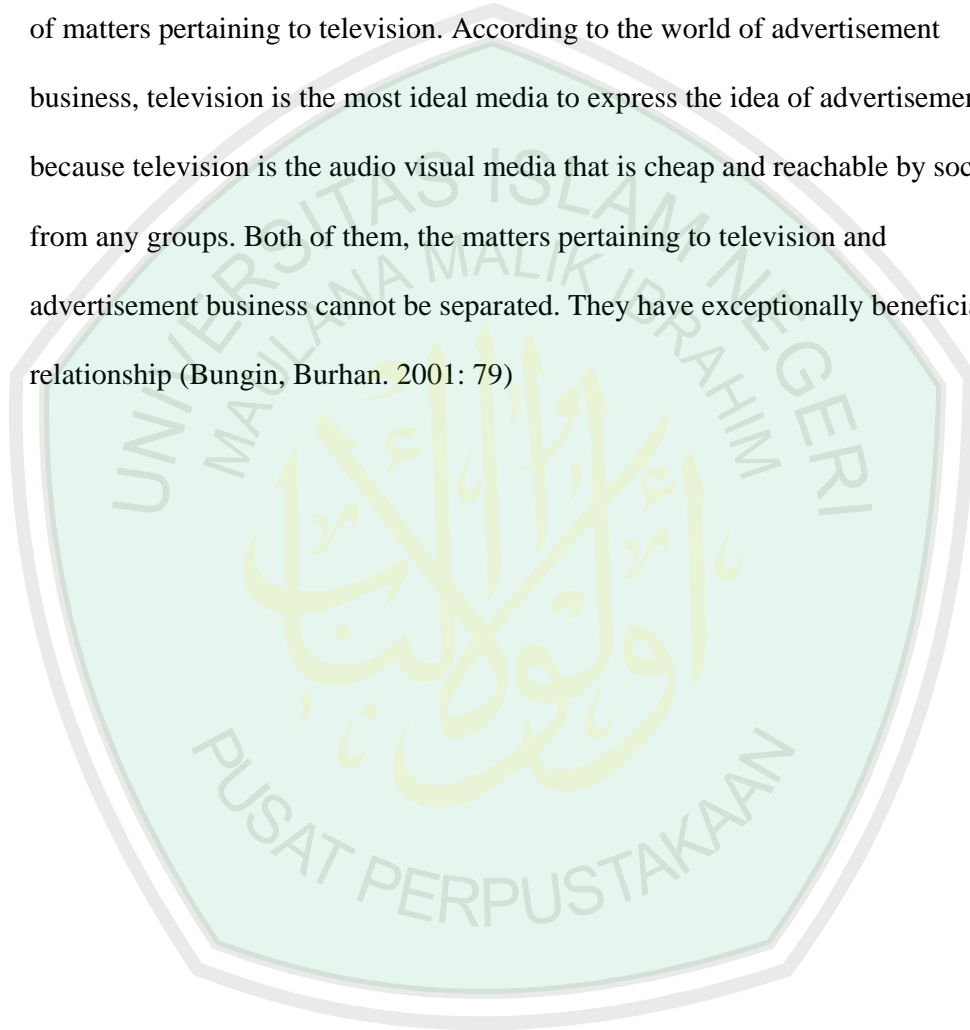
The consumers often have no real need for the thing advertised. So, advertiser tries to create their need, by saying that people will come healthier, or look younger if they use a certain product. The advertiser also often uses a beautiful women or a good looking man or a famous athlete to promote their product. The reason for choosing the people is to suggest the viewers or the listeners want to be like this people, they should buy the product.

3. Show some evidences.

The advertisers must make the consumers believe that what they say about the product is true. An advertisement of vitamin tablets or cough syrup may have doctor or nurse in it. This will help the consumers believe the product, because they usually believe in the doctor's judgment.

2.3. Advertisement on Television

Advertisement on television is the main source of income for a company of matters pertaining to television. According to the world of advertisement business, television is the most ideal media to express the idea of advertisement, because television is the audio visual media that is cheap and reachable by society from any groups. Both of them, the matters pertaining to television and advertisement business cannot be separated. They have exceptionally beneficial relationship (Bungin, Burhan. 2001: 79)



CHAPTER III

RESEARCH METHODS

This chapter consists of five parts: (1) research design, (2) research subject, (3) data sources, (4) research instrument, (5) data collection, and (6) data analysis.

3.1. Research Design

This research uses a descriptive qualitative method. The data are analyzed depend on the techniques of persuasion in advertisements presented by SCTV presenters.

3.2. Research Subject

The data of this research are taken from three advertisements; they are UC 1000 mg of vitamin C Health Drink, Nokia mobile phone, and Honda Vario an automatic motor.

The writer chooses these advertisements product because it is interesting since this product is advertised on television using English language, because most of advertisements on Indonesian television are using Indonesia language.

3.3. Data Source

This research takes the data of the common English words of advertisements used by SCTV presenters to persuade the consumers to buy their products.

3.4. Research Instrument

The key instrument of the research is the researcher herself. The researcher collects and identifies the data in accordance with the techniques of persuasion and the English common words of advertisements used by SCTV presenters to persuade the consumers.

3.5. Data Collection

In collecting the original and valid data, the researcher takes the common English words utterances transcription from the SCTV channel by record, changes it to text form, understands the meaning and arranges the data systematically based on the problem of study.

3.6. Data Analysis

In analyzing the data, the researcher identifies and classifies using several steps. First, the researcher classifies and identifies the common English words. Second, the researcher analyzes the data based on the technique of persuasion theory. Finally, the discussion of the research finding is presented to make conclusion.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter consists of two major parts. The first part presents the finding of data collection and data analysis. The presentation is done descriptively in accordance with the method applied in the activity prior to the discussion. The second part will talk some discussions based on the finding.

4.1. Data Presentation

There are several advertisements presented in this section, each of advertisement is analyzed in details as follows:

A. The advertisement of:

- **UC 1000 mg of Vitamin C Health Drink (1)**

1. UC 1000 mg of vitamin C.
2. What natural is healthy
3. UC 1000 mg of vitamin C that easier to absorb.
4. Easy natural ingredient with the innovative technology.
5. For the most fresh in taste.
6. Healthy inside, fresh out side.

B. The advertisement of :

- **UC 1000 mg of vitamin C health drink (2)**

1. Stay healthy and be fresh.
2. With UC 1000.
3. UC 1000 mg of vitamin C.
4. Healthy inside.
5. Fresh out side.

- **Analysis (A.1)**

There are two versions of these advertisements. This advertisement (A.1) is the first version and the second version (B.2) will be discussed in the next analysis. UC 1000 mg of vitamin C Health Drink is an advertisement showing healthy drink which contains of vitamin C with natural ingredient and innovative technology. UC 1000 mg of vitamin C Health Drink advertisement is packed in the small bottle to make it to carry around. This product comes from Japan firm and is recommended by Indonesia firm. The Indonesian advertiser firm shows this product to the Indonesia consumers by Zulekha Rivera, Miss Universe 2006, as the presenters of this product. The advertiser assumes that Zulekha Rivera's

performance can *persuade* consumers, also Zulekha Rivera's beauty and her healthy body can attract the consumers' attention and interest.

The presenter's *personal character* of advertisement can be seen from the profile of the presenter itself. Zulekha Rivera as a Miss Universe 2006 has a good performance, has a good personality, good self-confidence and good voice to act the scenario, it automatically makes consumers sure with the product. The advertiser also has a unique strategy by using a sentence (A.1) "What natural is healthy" being the first sentence. From this sentence, consumers will know that UC 1000 mg of vitamin C Health Drink contains of vitamin C which natural ingredient, safety in their body and consumers will be sure with this product because of the first sentence. This strategy is called *putting the audience into a certain frame of mind (ability to control emotion)*.

Evidences are also needed in this advertisement. Consumers will understand from (A.3) "easy natural ingredient with the innovative technology". Consumers have known that what is natural is healthy, so consumers will assume that this product is safe to their body and this product can make their body healthy and kept fresh.

Rationalization is one of the techniques of persuasion. The advertiser knows what the consumers need and want. The advertiser knows that the consumers need vitamin C and he present it a practice pack. The sentence which relates with this persuasion technique is (A.3) "UC 1000 mg of vitamin C that easier to absorb". The *identification*

technique is also used in this advertisement by advertiser. The advertisers should keep attention with this technique, because this technique is a key of success in advertisement and because identification technique is the advertisers' way to make the advertiser's advertisement accepted in consumers' circumstance. By this technique, the advertiser knows about the consumers, whether they are; men or women, young or old, educated or uneducated, et cetera.

The advertiser uses Miss Universe 2006, Zulekha Rivera, because majority of the consumers are women and usually majority of them need healthy, always seem fresh and want a natural product, and majority of them are easy to persuade. The consumers of this product are not only women but also men, educated and uneducated. For men target, the advertiser uses Miss Universe to catch the consumers' attention and interest and Miss Universe who speaks English is used because the advertiser knows that majority of Indonesia consumers are using Indonesian language in their daily activity and the advertiser does not forget to include the meaning of what Miss Universe said for uneducated consumers.

Zulekha Rivera's performance, her style in speaking, the choice of diction and sentences, and the scenario from the advertiser can *suggest* the consumers when they watch this product on television. The next technique used is conformity. This technique is used to show to the consumers that this product is a healthy drink, consumers will be healthy

and always seem fresh if they consume it, even though there are other products which have the same function and ingredient. But, the researcher does not find displacement and projection technique of persuasion in this advertisement.

- **Analysis (B.2)**

This advertisement (B.2) is the second version of UC 1000 mg of vitamin C Health Drink advertisement. In this part, the advertiser still uses Miss Universe 2006, Zulekha Rivera, as the presenter of the product. But in this version, Zulekha Rivera does not speak too much. The message which is said is same with the first version that is we will keep healthy and fresh if we consume UC 1000 mg of vitamin C Health Drink.

In this advertisement version, Zulekha Rivera's performance is good. The advertiser wants to show another *evidences* to the consumers by showing Zulekha Rivera's activity at the beach. In the advertiser's scenario, Zulekha Rivera does many activities; she runs around at the beach, plays with sand, plays with children, et cetera. From the first sentence (B.1) "stay healthy and be fresh", we can know that *rationalization* technique is used in this advertisement. The advertiser wants to say that we will keep healthy, can do everything in our daily activities and keep fresh if we consume UC 1000 mg of vitamin C Health Drink. The advertiser still wants to *suggest* the consumers with (B.4)

“healthy inside” and **(B.5)** “fresh out side” sentences. These sentences are the power to get success in this advertisement. The minority consumers who are uneducated will know that this product is for a healthy body, both of men and women. These sentences also used by the advertiser as the *slogan* of this product to make easier to remind in consumers’ mind. The researcher found the other techniques of persuasion in this advertisement, as an *identification* and *conformity*, techniques are same with the first version of UC 1000 mg of vitamin C Health Drink advertisement.

C. The advertisement of:

- **An Automatic Motor of Honda Vario.**

1. Honda Vario.
2. The new automatic vario motor world.
3. Welcome to the world of new stripping.
4. Stylish and elegant.
5. Chic and trendy.
6. Experience in the most various color.
7. Vario.
8. I am vario, what about you?

- **Analysis**

Honda Vario is an advertisement of motorcycle. This is a new product from Honda that is an automatic motorcycle. Honda Vario is a product from Japan. The name of Honda is taken from the owner's name that is Honda. Honda Vario is an automatic motorcycle with various color; red, green, black, blue, purple, and yellow. This product can be used by all of ages (young and old ages) and sexes because this product is made to make easier in riding. There are two presenters in this advertisement; they are Agnes Monika and VJ. Daniel. The purpose of the advertiser in using these presenters is to *persuade*, catch the consumers' attention and their interest with the product.

The reason why the advertisers use Agnes Monika and VJ. Daniel as the presenters is because of their *personal character*. All of consumers know that they are public entertainers who have good performance in acting and being presenter on television, good self-confident, good looking and good voice to act as what the advertiser's scenario. The other reasons related to their personal character are about their ability and fluency in speaking English, because people with good personal character and broader knowledge of words, they will speak correctly. They are also able to *putting the audience into a certain frame of mind (ability to control emotion)* by their voice when speaking English (C.8) "I am Vario, what about you?". When they

speaking this sentence to the consumers, consumers will be persuaded with this, they will think that their idols are using Honda Vario, but they still use other motor even not at all.

The *evidences* that want to show to consumers are from sentences (C.4) “stylish and elegant”, (C.5) “chic and trendy”, and (C.6) “experience in the most various color”. When the presenters say these sentence, they ride the motorcycle too and they are not alone when they ride it, they ride altogether with many people, so consumers will know on television how stylish and elegant, how chic and trendy and Vario has various color.

The *rationalization* technique which is used by the advertiser can be seen from (C.2) “the new automatic Vario motor world”. By this sentence, consumers will know that there is a new product from motorcycle, which is an automatic motorcycle that has different with other motorcycle. The other sentence can we found as the rationalization technique is (C.3) “welcome to the world of new stripping”. Honda Vario is made to make easier in riding because it is an automatic motorcycle and all of ages and sexes can ride it as what *identification* technique of persuasion is used. The advertiser should pay attention with this technique because if the advertiser does not know about consumers’ condition, so his advertisement will not get success in the consumers’ circumstance.

The sentence (C.8) “I am Vario, what about you?” is assumed by the advertiser can *suggest* his consumers, because from this sentence consumers who have idolize Agnes Monika and VJ. Daniel will think again and again that their idols are riding Vario, so what about them? They will buy it and ride it. The *conformity* technique which is used in this advertisement knows in the sentence (C.8) “I am Vario, what about you?”, while the presenters not be absolutely ride this automatic motorcycle. The presenters want to be in the consumer’s position only.

D. The advertisement of:

- **Nokia N-Series (N-81)**

1. Nokia
2. The next step song.
3. It is back to begin.
4. Everyone can sing.
5. The next step song.
6. Nokia
7. The next step song is back to begin.

- **Analysis:**

Nokia is a brand mark of mobile phone. The presenters' purpose say word of Nokia again and again is to make consumers easy to remind. There are many presenters in this advertisement and they are not coming from Indonesia. This is a technique of advertiser to *persuade* consumers. The advertiser uses new presenters and good looking faces when showing this product. Performance of the presenters on television, the way they present the product on television and the appropriate words in speaking can also influence *personal character of the speaker*. The sentences **(D.1)** "Nokia" and **(D.2)** "the next step song" are part of the advertiser technique to *put the audience into a certain frame of mind (ability to control emotion)*. With these sentences, advertiser wants the presenters to make sure that Nokia of this type that is presenting an easier way in listening to music and making easier for us to sing a song is the best mobile phone

The advertiser should show *evidences* when he want to get successful when presenting his product on television. The advertiser uses two ways in presenting evidences, the first step the advertiser shows many people on television using this mobile phone so the consumers will think that many people are already have this mobile phone and the second step is from the sentence **(D.7)** "the next step song is back to begin. By this sentence, the consumers will assume

that Nokia mobile phone of this type is specialized on music; we can listen to music and can sing a song too.

Rationalization should be there in this advertisement. The advertiser shows from (D.4) “everyone can sing” and also (D.5) “the next step song”. These sentences are the key of this technique because from these sentences, consumers will know that there is a new mobile phone that present fixture of music. Mobile phone is usually used by an adult or men and women, so accordance to the technique of *identification*, the advertiser shows many people, men or women and young or old who use mobile phone as the presenters done. The advertiser does not use children as the presenters of this mobile phone because children may not use mobile *phone*.

The sentences of (D.6) “Nokia” and (D.7) “the next step song is back to begin” are assumed by the advertiser that can *suggest* the consumers, because the consumers will know that Nokia presents a new product to make consumers easier in singing and hearing the music. *Conformity* technique is used when the advertiser wants this product is rather same with other mobile phone. The advertiser knows that there is a new product with a new fixture, so the advertiser does not want lose with other advertiser and the advertiser presents a new mobile phone with rather has the same fixture.

4.2. Discussion.

The basic function of advertisement is to inform the product and its features. Related to that function, the advertisement needs a certain language to inform the product. The language chosen to this activity is persuasive language which contains informative and convince words that can drive the consumers to do something. However, to convince the audiences, the advertiser does not only need the persuasive language, but also use certain techniques to persuade consumers. There are three techniques of persuasion used in this research: (1) rationalization, (2) identification, and (3) suggestion.

Discussing the techniques of persuasion in advertisement field, the data analysis has shown all of them. It means that the advertisers should use those techniques to persuade consumers. Basically, those techniques of persuasion involved three kinds of fundamental of persuasion and three ways to persuade consumers. Those fundamentals of persuasion are: (1) *Personal Character of the Speakers*, (2) *Putting the audience into a certain frame of mind (ability to control emotion)*, and (3) *Apparent proof or Evidences*. And also there are several technique of persuasion according to Keraf, they are: (1) *Rationalization*, (2) *Identification*, (3) *Suggestion*, (4) *Conformity*, (5) *Projection*, and (6) *Displacement*. All of these factors are very essential to support the techniques of persuasion in advertisement.

Personal Character of the Speakers is one of the fundamentals in persuasion. Persuasion will succeed if the consumers know the speakers. Consumers can know the personal character of the speakers from their capability

and style in speaking, diction, theme, et cetera. All of these are from the scenario of the advertiser. We can see the example of this type from the advertisement of Honda Vario and UC 1000 mg of vitamin C Health Drink. In Honda Vario advertisement, the advertiser uses Agnes Monica and VJ. Daniel as the presenters of the product. All of the consumers in Indonesia know that Agnes and VJ. Daniel are public figure; famous artist who are capable in speaking, acting, and being presenter on television. So, it can make easier for Agnes and VJ. Daniel to persuade the consumers. Also from UC 1000 mg of vitamin C Health Drink, the advertiser uses Miss Universe as the presenter of his product. The advertiser assumes that the consumers will persuade from her performance on television, because the consumers assume that Zulekha Rivera as Miss Universe 2006, it means that she has a good personality, has many capability and et cetera.

The second part of fundamentals persuasion is *putting the audience into a certain frame of mind (ability to control emotion)* which means that the advertiser lets the consumers involve in the advertiser's scenario. If the advertiser succeeds in this way, the advertiser' product will be successful in the advertisement market. For example in the advertisement of Honda Vario, they able to *putting the audience into a certain frame of mind (ability to control emotion)* by their voice when speaking English (C.8) "I am Vario, what about you?". When they say this sentence to the consumers, the consumers will persuade with this, they will think that their idols are use Honda Vario, but they still use other motor even not at all. *Evidences* are also needed in this fundamental of persuasion. Evidences are needed in showing to consumers that this advertisement is surely true and

evidences are needed to make successful in persuading consumers, for example in the *evidences* of Honda Vario advertisement. The advertisement wants to show to consumers from sentences (C.4) “stylish and elegant”, (C.5) “chic and trendy”, and (C.6) “experience in the most various color”. When the presenters say these sentence, they ride the motorcycle too and they are not alone when ride it, they ride with many people, so consumers will know on television how stylish and elegant, how chic and trendy and Vario has various color.

Rationalization is the one of keys of persuasion. In rationalization technique, the advertiser shall show some arguments to persuade the consumers, to make the consumers believe with him and presenters, to make the advertisement is successful in the consumers circumstance. We can see the example of this technique from Nokia N-series (N-81) advertisement. The advertiser shows from (D.4) “everyone can sing” and also (D.5) “the next step song”. These sentences are the keys of this technique because from these sentences, the consumers will know that there is a new mobile phone that present fixture, which is in music. *Identification* is also needed for the advertiser and it can be the second key to make his advertisement is successful in the market, because from identification technique, the advertiser knows about the consumers; who they are: young or old, men women or, educated or uneducated, et cetera.

The advertiser shows this technique in the advertisement of UC 1000 mg of vitamin C Health Drink advertisement. The advertiser uses Miss Universe 2006, Zulekha Rivera, because majority of the advertiser’s consumers are women and usually majority of them are need healthy, always seems fresh and want natural

product, and majority of them are easy to persuade. The consumers of this product are not only women but also men, educated and uneducated. For men target, the advertiser uses Miss Universe 2006 to catch the consumers' attention and interest and Miss Universe who speaks using English language is used because the advertiser knows that majority of Indonesia consumers are using English language in their daily activity and the advertiser does not forget to include the meaning of what Miss Universe said for uneducated consumers.

The third technique is *suggestion*. Suggestion is the key in persuading the consumers. The advertiser shall choose the correct words to make it accepted in consumers' mind. The form of suggestion technique is in the advertisement of Honda Vario. We can see from the sentence (C.8) "I am Vario, what about you?" is assumed by the advertiser to be able to *suggest* his consumers, because from this sentence consumers who have idolize Agnes Monika and VJ. Daniel will think again and again that their idols are riding Vario, so what about them? They will buy it and ride it. We also can see the *conformity* technique which is used in this advertisement knows in the sentence (C.8) "I am Vario, what about you?", while the presenters not be absolutely ride this automatic motorcycle. The presenters want to be in the consumer's position only. *Conformity* technique also used in Nokia N-series (N-81) when the advertiser wants this product is almost same with other mobile phone. The advertiser knows that there is a new product with present a new fixture, so the advertiser does not want lose with other advertiser and he present a new mobile phone with almost has the same feature.

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



CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusions and the suggestions deal with the finding of study. The conclusions are the summary findings that have been discussed in chapter IV. The conclusions are the answer of the research problems that formulated in chapter I, while the suggestions are recommended to the next researchers who are interested in doing the future research in this area.

5.1. Conclusions

The finding of this research is the techniques of persuasion in advertisements. There are several types of persuasive techniques often used in advertisements: rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

1. Rationalization

Rationalization technique is used to give some statements in persuading consumers as the proof to justify the products' quality.

2. Identification

In this technique, the advertisers should be able to identify the consumers and the situation; whether they are adults, teenagers, or children. By knowing these, the advertisers are able to persuade the consumers and to show the product easily.

3. Suggestion

Suggestion is usually given by the presenters by words and intonation.

The advertisers purposes' the consumers accept the product fast and easily without thinking an idea, belief or an action.

4. Conformity

In advertisement, conformity is used as an action that will bring positive influences. Conformity is a way of the consumers' thinking in getting the products which related to the consumers' need and interest.

5. Compensation

Compensation is a result from the presenters' effort in convincing the consumers to take actions for unacceptable things.

6. Projection

This technique is used to show the products' superiority firstly than the dissuperiority of the products to the consumers.

7. Displacement

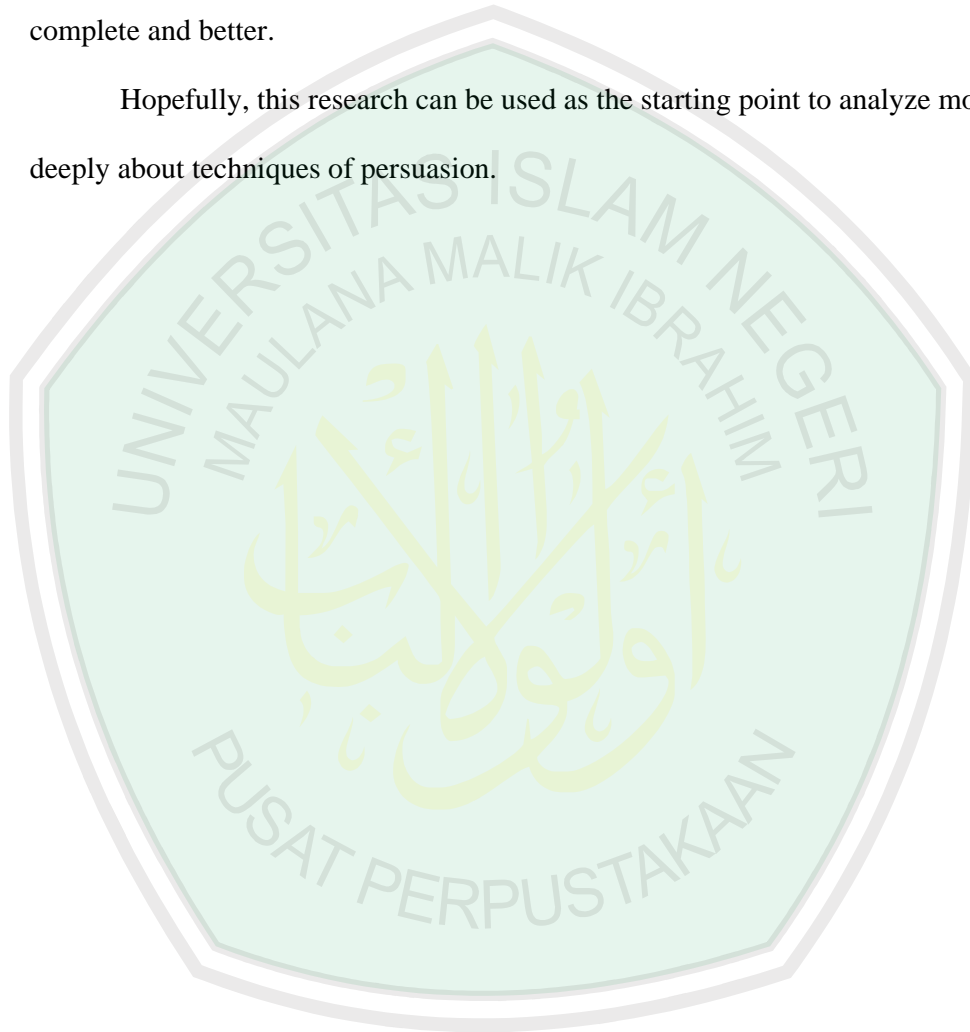
It is a process in convincing the consumers with the intention displaces the consumers' emotion of original affection when the consumers face obstacles.

The other techniques to persuade the consumers are also depend on (1) the personal character of the speakers; (2) the presenters' ability in controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences.

5.2. Suggestion

For the next researchers, the researcher hopes that this research can give an aspiration in techniques of persuasion research by using other theories that more complete and better.

Hopefully, this research can be used as the starting point to analyze more deeply about techniques of persuasion.



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APPENDIXES

A. The advertisement of:

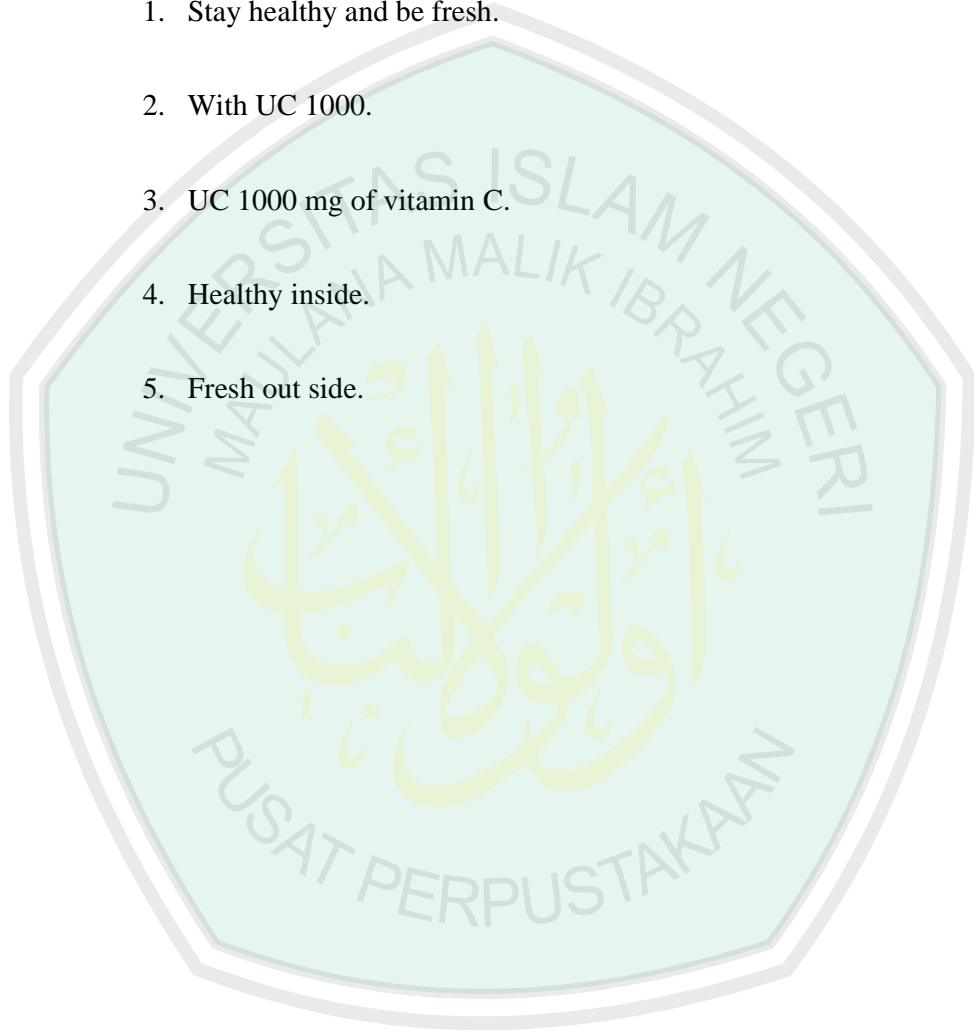
- **UC 1000 mg of Vitamin C Health Drink (1)**

1. UC 1000 mg of vitamin C.
2. What natural is healthy
3. UC 1000 mg of vitamin C that easier to absorb.
4. Easy natural ingredient with the innovative technology.
5. For the most fresh in taste.
6. Healthy inside, fresh out side.

B. The advertisement of :

• **UC 1000 mg of vitamin C health drink (2)**

1. Stay healthy and be fresh.
2. With UC 1000.
3. UC 1000 mg of vitamin C.
4. Healthy inside.
5. Fresh out side.



C. The advertisement of:

- **An Automatic Motor of Honda Vario.**

1. Honda Vario.
2. The new automatic vario motor world.
3. Welcome to the world of new stripping.
4. Stylish and elegant.
5. Chic and trendy.
6. Experience in the most various color.
7. Vario.
8. I am vario, what about you?



D. The advertisement of:

- **Nokia N-Series (N-81)**

1. Nokia
2. The next step song.
3. It is back to begin.
4. Everyone can sing.
5. The next step song.
6. Nokia
7. The next step song is back to begin.





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Title of thesis : Techniques of Persuasion Used in Advertisements Presented in
SCTV

No	Date	Description of Supervision	Signature
1	28/2/2007	Pengajuan judul	
2	16/3/2007	Pengajuan proposal	
3	12/4/2007	Seminar proposal	
4	20/4/2007	Konsultasi awal skripsi	
5	3/5/2007	Konsultasi BAB I	
6	10/6/2007	Revisi BAB I	
7	28/8/2007	Revisi BAB I	
8	26/11/2007	Konsultasi BAB I, II, III	
9	4/02 /2008	Revisi BAB I, II, III	
10	11/02/2008	Konsultasi BAB IV	
11	18/02/2008	Revisi BAB IV	
12	13/03/2008	Konsultasi BAB I, II, III, IV, V	
13	28/3/2008	ACC BAB I, II, III, IV, V	

Malang, 28 March 2008
The Dean of the Faculty of Humanities and Culture

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Malang, 28 March 2008

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