

**A DISCOURSE ANALYSIS ON THE PERSUASIVE TECHNIQUE
USED IN DRTV ADVERTISEMENT**

THESIS

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ENGLISH LETTERS AND LANGUAGE DEPARTMENT

FACULTY OF HUMANITIES AND CULTURE

THE STATE ISLAMIC UNIVERSITY

MAULANA MALIK IBRAHIM OF MALANG

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The State Islamic University of Maulana Malik Ibrahim Malang

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2010**

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MOTTO

قُلِ الْحَقُّ وَلَوْ كَانَ مُرًّا

“Says the truth though it is bitter”

DEDICATION

This thesis is especially dedicated to

My beloved mother, Nur Hayati

My beloved father, Kaulan

My cute sisters, Hana, Fieqa, and Nasma

Who always love and support me

For now and till my future

Also,

My beloved someone, Hadziq Agasta

My beautiful and nice friends, Vani and Iva

All of the members of Ikatan Mahasiswa Bojonegoro (IKAMARO)

All of the members of Ikatan Mahasiswa Muhammadiyah (IMM)

My friends discussion and many others that I can't mention

Thanks for your motivation and your praying for me,

You can't be replaced

“I Love You All”

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All praises be to Allah, who has given the power, inspiration, and health in finishing the thesis. May peace be upon our prophet Muhammad SAW, the noblest human being and the teacher of all people in the world.

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Finally, I realize that my thesis still needs constructive critiques from the readers in order to make it better and I hope this thesis will be useful for those who read, especially for English Letters and Language Department students.

Malang, August 09, 2010

The Writer

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ABSTRACT

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Persuasion is an important aspect of communication that is used in many areas. It is an art of communication process to persuade others using stimuli to get the response from listener. One of the areas that need persuasion is advertisement, especially television advertisement. It is a channel that uses persuasive language to promote and persuade consumers to buy the products.

Concerning to the topic, this study focused on the use of persuasive technique in television advertisement. This study took this topic because it intended to investigate about the types of the persuasive techniques and how the persuasive techniques are used in television advertisement.

This research was designed by using descriptive qualitative method because the data of this research were in the form of utterances or speeches, which were not statistically analyzed. In this case, this study also used Discourse Analysis because the researcher wanted to know how language used to persuade another in advertising area. The data were taken from the speeches or utterances of the presenters' speeches during promotion in DRTV advertisement about kitchen and bar. The data were analyzed through the observation done by the researcher herself.

It was found that the presenters of DRTV Advertisement used several techniques of Gorys Keraf's theory to persuade the audiences. These techniques are: rationalization, identification, suggestion, conformity, compensation, and displacement. In the use of persuasion techniques, the presenters used several ways to persuade the audiences or viewers. Such as justifying their problems first and make statements as a proof to justify the quality of the products, taking same condition also adjust their condition and giving positive influence in their mind, showing the other products are unacceptable and persuade them that presenters' products are suitable to choose as a substitution, showing the other products are not suitable to be used before, then showing the result of the products in order to displace audiences' emotion from using other products to presenters' products, showing the fact of some problems first then persuade the audiences to choose the product with high intonation in order to make them do not think twice to choose the products, and making statement to tell the audiences that the product is acceptable for everyone.

Key words: persuasion, persuasion techniques, television advertisement.

CHAPTER I

INTRODUCTION

1. I. Background of the Study

Allah said:

“And though We should send down the angels unto them, and the dead should speak unto them, and We should gather against them all things in array, they would not believe unless Allah so willed. Howbeit, most of them are ignorant. (Al-An’am: 112).

Allah has created different creatures in this world. They are from different categories; angel, jin, devil, and human being. In this life, angel is lofty creature and devil is blamable creature. Angel always invites human in goodness whereas devil is the opposite of it. It is because angel or devil has good method in convincing human being. Especially devils, they are terrific to persuade human being with precious word in ears that actually it is lie.

In real life, human being is also terrific to persuade others. It can be seen from the fact that there were many falsehoods in society caused by human behavior. It is because human have good capability in convincing others to do as what their purpose is. On the other words, human have good capability in persuasion.

Persuasion is derived from Latin “*persuasio*”, means “*to persuade*”, “*persuasive (adj)*” (Palapah in Sunarjo, 1983: 32). It is defined as a process of communication between speaker and listener. In this process, there is a purpose from

the speaker to persuade the listener (Groller Webster International Dictionary 2000: 708). Persuasion, in communication, needs stimuli from speaker to get response from listener. As Hovland and friends quoted by Arni (1992: 2) communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of other individuals. In addition, Keraf (2004: 118) defines persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. Therefore, we can conclude that persuasion is a communication process to persuade others using stimuli to get the response from listener. Furthermore, in persuasion, there is no violence or coercion in taking decision.

In persuasion, good rhetorical utterances are being the important thing (Bermann, 1981: 239). Rhetoric in Plato's view is the art of winning the soul by discourse. Discourse is the use of language in speaking and writing in order to produce meaning. In persuasion, the most primary thing is a skill to reach an agreement of a listener to a speaker. It is a process to convince the listener to believe what the speaker has desired. Therefore, reasoning and credibility that the speaker uttered are never being separated things for the audience (Hart, 1989: 117). Besides that, the character of the speaker, as Keraf (2004: 121-122) suggests, character is one of the factors that should always be considered in persuasion, because persuasion will be success if speaker has good character and high credibility. Then, controlling audience's emotion (Aristotle, 2005: 1). So, the speaker must consider those aspects if he or she wants to persuade the listener successfully.

Persuasion is used in many sections; such as politics, social, commercial, etc. Therefore, persuasion needs language for communication because the purpose in persuasion process is to persuade others to interpret and follow the message. Moreover, persuasion is called as a part of Discourse Analysis, and Discourse Analysis concerned with the language used for communication and how addressee worked in linguistic message in order to interpret them (Brown and Yule, 1983: 1).

One of the areas that use persuasive technique is advertising. Advertising is a form of communication intended to persuade audiences (viewers, readers or listeners) to take some actions. It usually includes the name of a product or service and how that product or service could benefit the consumers, to persuade potential customers to purchase or to consume that particular brand. In promotion, the advertiser should introduce the product by using label, pack, and slogan; make the product different from others; bind the consumers with the product and engagement; and present the advertisement words with the identification, differentiation, association, and repetition. The purpose of this is to tell the consumers the owner of the product and to make them easier to remember the product. Therefore, the advertiser should identify and make good advertisement before advertise their products or services.

Advertisement needs a certain language to get the sympathy from the consumers. The language that is used must be suitable with the consumers. 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 the language they use every day and also the language in which they think. So, the advertisement matter should have high creativities language and strong imaginations to make the advertisement more interesting. Besides, the language of advertisement contains illustration and special power to persuade and to control the consumers’ behavior. Then, it is used correct diction in order to convey the message of advertisement correctly.

Advertisement is one of communication media that uses written or oral language to send its messages. In advertisement, the advertiser informs the products or ideas by using media and the advertiser has to pay the media because of renting on the space and time. Television becomes the most ideal media for the advertisers to advertise their products because the wide usage of television. In society, 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. While in advertisement area, television has some advantages. 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 colors, sounds and actions. (2) It is easier to address the society. (3) There are many repetitions of advertisement on television. Television is often called

“King” of the advertisement media since the people like to spend more hours for watching television per day than paying attention to any other media.

Television advertisement is one of the powerful and effective ways of communicating sales and marketing messages to consumers. Arens (2005: 3-4) stated that as marketing function, advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature about products (goods, services, and ideas) by identified sponsors through media. Furthermore, advertising as a communication media needs to present an advertisement to its target audience. Therefore, it needs a channel, like radio, television advertisement, and newspaper advertisement, and so on. It is needed as a media to promote the product; inform the advantages of the product; the price of the product cheaper than the other products; and the place where the consumer can get the product.

From the explanation above, this study focuses on the use of persuasive technique in television advertisement. This study takes this topic because it intends to investigate about the types of the persuasive techniques and how the persuasive techniques are used in television advertisement. Furthermore, the results of this study are expected to give a contribution in Discourse Analysis on persuasive technique in advertisement.

There are some researchers that studied about this topic. They are as follow: Sukirno (2003) focused his study in persuasive words/phrases as used in the Jakarta Post Advertisement. Nurul (2007) studied on the Discourse Analysis on the education's advertisement on the street banner. In this case, she focused on the diction and persuasive technique. Fakhruddin Abbas (2008) focused on the use of persuasive technique by Barack Obama in his political speeches in the 2008 USA presidential primaries. The last, Zainiyah A'yun (2008) who focused on technique of persuasion used in advertisements presented by SCTV presenters used Keraf and Renkema theory.

The above researchers researched about persuasive technique in political speeches, street banner, and newspaper. There is one researcher, namely A'yun who researched about persuasive technique in advertisement presented in television. Her object is diffence with this research is on the type of program presented in the television. Whereas, this study explores about type of the persuasive techniques and how the persuasive techniques are used in television advertisement or DRTV Advertisement. DRTV is stands for "Direct Response Television". It is a direct response television that has been a popular method for advertising products for more than 20 years and the reason why it is still being used today is because it is effective. Of course, not all products are going to be successfully marketed through this medium, but those with mass appeal almost always are. As long as the product has high quality and mass appeal it should perform well in a direct response TV

campaign. DRTV is beneficial for both buyers and sellers; therefore it continues to be a popular marketing technique. One benefit of DRTV is the consumers can buy the product immediately. After seeing the contact information on the screen, the consumer can pick up the phone or log on to the web address and make the purchase. This is instantly gratifying and it ensures the consumer to receive the exact product he or she is interested in. In DRTV campaign that we can see in television or internet, it must use great persuasive technique to convince the viewers. It uses not only good design but also good rhetoric. DRTV uses direct, competent, and convinces language in its advertisement. So that's why DRTV exists for more than 20 years and trusted by consumers. From those reasons, this research focuses on persuasive techniques used in DRTV Advertisement. In DRTV promotion, it focuses not only on one object but also in some objects. For example; kitchen and bar, automotive, health & beauty, hand phone, fitness, etc. This study focuses on kitchen and bar because most of the consumers of DRTV are women and they are very selective in purchasing their money. So, the presenters of DRTV must use creative, interesting, and good persuasive rhetoric. Besides that, the result of kitchen and bar advertisements can be watched directly and there is very little lying. Therefore, those advertisements are more trusted by the consumers than other objects in DRTV Advertisement.

The last, starting from the reason that persuasive technique is very important in daily life, especially in advertisement area, then, there are not many researchers

that have researched about persuasive technique in television advertisement. This study focuses on persuasive technique in DRTV Advertisement.

1.2. Statement of the Problems

Based on the background of the study above, the study focuses on the following problems.

1. What are the persuasive techniques used in DRTV Advertisement?
2. How are the persuasive techniques used in DRTV Advertisement?

1.3. Objectives of the Study

According to the problems of the study, the objectives of this research are:

1. To describe what the persuasive techniques used in DRTV Advertisement are.
2. To describe how the persuasive techniques are used in DRTV Advertisement.

1.4. Significance of the Study

The significances of this research are supposed to give valuable contributions, both theoretically and practically. Theoretically, the findings of this study are expected to be one of the sources in discourse studies, especially on how a person persuades another through language in advertising area.

Practically, the findings of this research are expected to give knowledge about persuasive technique in advertisement for English students who are studying in Discourse Analysis. Moreover, the results of this study are expected as an additional material for teachers who teach for Discourse Analysis course. The results of this study are also expected to be a contribution to the future researchers who are interested in researching about the same topic. The last, to the advertising producers, the results of this research are expected to be a reference in posting effective persuasive language in advertisement.

1.5. Scope and Limitation of the Study

The scope of this study is Discourse Analysis on persuasive technique. This research is limited on analyzing the advertisements of DRTV Advertisement about kitchen and bar downloaded in March, 2010 uses the persuasive techniques using Keraf's theory which covers rationalization, identification, suggestion (hypnotic), conformities, compensation, displacement, and projection. This study does not deal with non verbal language used by presenters in DRTV Advertisement.

1.6. Definitions of the Key Terms

To avoid misunderstanding on the terms used in this study, some definitions are given below:

1. Discourse Analysis: the study on how human uses language to communicate and in particular in persuasive language of advertisement

and on how addresses work on the linguistic message in order to interpret them.

2. **Persuasive Technique:** a technique of persuasion used as an art of verbal language with the intention to assure someone to do something appropriate with the speaker's purpose. In this study, it is to persuade viewers to buy kitchen and bar products from DRTV Advertisement.
3. **Advertisement:** is a media to promote product and to persuade an audience (viewers, readers or listeners) to take some action. In this study, it is refers to advertisement of DRTV.
4. **DRTV:** "Direct Response Television". It is an excellent vehicle for marketers to utilize for selling product and services directly to consumers. It is intended to stimulate viewers to take immediate action, usually by phoning a toll-free number and purchasing product on the spot.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of six parts: (1) discourse analysis (2) persuasion; modes of persuasion, persuasion process, techniques of persuasion (3) advertisement; the language of advertisement, kinds of advertisement, functions of advertisement, the characteristics of advertisement, persuasive language in advertisement (4) television advertisement (5) DRTV Advertisement (6) previous study

2.1. Discourse Analysis

This study is part of Discourse Analysis. So, knowing about the definition of Discourse Analysis is very important. The following are some definitions of Discourse Analysis.

Discourse Analysis is committed to an investigation of what and how the language is used for (Brown and Yule, 1983: 1). It means Discourse Analysis is concerned with the language used for communication and how addressee work on linguistic message in order to interpret them. Trudgill (1992: 97) states that Discourse Analysis is a branch of linguistic units at levels above the sentence, i.e. texts and conversation. Those branches of Discourse Analysis which come under the heading of language and society presuppose the language is being used in social interaction and thus deal with conversation.

In addition, Cook (1989: 1) explains that Discourse Analysis examines how stretches of language considered in their full contextual, social, and psychological context become meaningful and unified for their users. It means how the language user employs texts to convey their intended meaning if related with the social and psychological interaction. Stubbs (1993: 1) states that Discourse Analysis is defined as (i) language use beyond the boundaries of a sentence or utterance, (ii) the interrelationships between language and society (iii) the interactive or dialogic properties of everyday communication.

The terms discourse is also used in the field of Politics, Sociology, Linguistics, Literature, Psychology, and Communication (Rahardjo. 2007: 66-67). In detail, Sociology views discourse as the relationship of social context in language usage. Linguistics replaces discourse as a combination continuous language (especially verbal) broader than sentence. In Psychology, discourse is defined as a discussion. It is similar with structural and practical of the user. Thus, Discourse Analysis focuses on the use of language, since language becomes the centre of subject illustration and ideology pervaded in it.

In addition, Kinneavy as quoted in Abbas (2008) explains groups of discourse into four main types, namely:

1. *Expressive discourse*. It is a type of discourse in which language is used as a simple vehicle of expression of some aspects of personality of the encoder (the person who encodes the message). For example, individual conversation, journals, diaries, etc.

2. *Referential discourse*. This is a type of discourse in which the use of language stresses on the ability of language to show or reproduce reality, in a manner of speaking. For example, exploratory dialogues, news articles, reports, summaries, etc.

The referential discourse is categorized into three types, those are:

a. An informative use of language

Referential is said as informative use of language if the reality is conceived as known and the facts about it are simply extended on the decoder.

b. A scientific use of language

Referential is said as scientific use of language if the information is systematized and accompanied by demonstrative proof of its validity.

c. An exploratory of language

Referential is said as exploratory language if the reality is not known but being sought.

3. *Literary discourse*. It is a type of discourse in which the text or the product or the work itself focuses on the process as worthy of being appreciated in its own right. For example, short story, lyric, folk song, drama, movies, etc.

4. *Persuasive discourse*. This type of discourse is focused primarily on the decoder that is the other person involved in the process/ the receiver of the message. In this type, what essential is the encoder, reality, and language itself all become instrument of the achievement of some practical effects in the decoder. For example, advertising, political speeches, religious sermons, legal oratory, etc.

From some definitions above, it can be concluded that Discourse Analysis is concerned with the language used for communication and how the addressee or listener understand about the message in order to interpret them. Then, Discourse Analysis is used not only in one area but also in some areas because the focus of Discourse Analysis is the language use and language becomes the centre of subject illustration and ideology pervaded in it. Also, from the definition above, it is known that advertisement is an example of persuasive discourse, and this research discusses about advertisement of DRTV kitchen and bar that involves the consumers as receiver of the message and the language also evidence of the advertisement become instrument of the achievement in persuasive process.

2.2 Persuasion

This study concerned with persuasion. So, before discussing about the study, it is needed to know about what is persuasion first. There are some opinions about persuasion.

Palapah in Sunarjo (1983: 31) states that the word “persuasion” is from Latin “*persuasio*”, means “to persuade”, “persuasive (adj)”. Persuasion is one of technique to influence people by using the data and psychological fact from addressee who will be influenced (Susanto, 1997: 17). In addition, Keraf (2004: 118) defines persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker’s purpose for the present time. It means the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and

coercion. So, in persuasion the speaker needs the efforts for stimulating the addressee in taking decision.

In addition, persuasion is different from coercion, even though both of them have same purpose that is changing someone's attitude, behavior. Generally, coercion applies threat and certain reward. Persuasion also purposes to change someone's thought, it will try to make someone accept and conduct what the speaker said. Sunarjo (1983: 30) said that persuasive communication tries not to hurt human's proud feeling, because it tends to be an effort to motivate everyone to change their behavior, conviction, and their attitude without violence or an encouragement from other. So, an effort of persuasion must be able to emerge human's ego, where no other person considers that he is persuaded.

Persuasion is largely a matter of making others believe (William, 1995: 115). Larson (1986: 3) states that persuasion is a process to change attitude or behavior, and opinion. 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 have to make cooperative in making a persuasive process. So, it can be said that persuasion is a result of the combined efforts of source and receiver.

From several opinions above, it can be concluded that persuasion is an effort to persuade people by using the data or evidences and understand the psychological fact from addressee before convince them. The purpose of persuasion is to change the attitude or behavior, and opinion of addressee without violence or coercion.

2.2.1. Modes of Persuasion

In analyzing about persuasion in advertisement, knowing about the modes of persuasion becomes the modal to identify what the methods usually used in advertisement are in order to make the consumers believe with the message of advertisement.

Aristotle (2005: 1) classifies modes of persuasion furnished by a spoken word into three kinds.

1. By giving the listeners the right impression of the speaker's character

Persuasion achieved by the speaker's personal character when the speech is spoken to make us think that the speaker is credible. Keraf (2004: 121-122) suggests that in human relationship, character is one of the factors that should always be considered. Persuasion will run well if audiences recognize the speaker has good character and has high credibility.

Mainly the speaker's character is almost able to be called the most effective way in persuasion. The speaker's character and personality can also be seen from his or her speech, and styles he or she used, such as diction; sentence structure and others that become the speaker's totality. Such as personal character of someone who talks in television, it can be measured from his language and his character. Therefore, to make the audiences impress with the speaker, the speaker must know well the problem that will be talked.

2. By working on the emotions of the judges themselves (Ability to control emotion)

Persuasion process will be successful when the speakers are able to control the audiences' or listeners' emotion. In using such appeals, persuaders assess the emotional state of their addressee and design artistic appeals for those statements. The presenters also should stimulate audiences' emotion if necessary. In addition, the speaker should prepare the content of the persuasion that is suitable with the purpose intended (Keraf, 2004: 122-123). Although the speakers provoke audiences' emotion, the audiences must be given the opportunity in making decision.

3. By proving the truth of the statements made

Giving apparent proof is used to prove or empower the truth of the statement made. A requirement to be successful in persuasion is that the persuader should provide sufficient evidence. For example; persuasion that is done by advertiser 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.

From the explanation above, it is concluded that the advertisers must pay attention to some aspects of persuasion methods to persuade the consumers. They must make the consumers well impressed to the presenter's character, the ability to control consumers' emotion, and give the evidence of the statements made by the presenter of the advertisement.

2.2.2. Persuasion Process

In order to be successful, persuader has to fulfill the requirements of the persuasion process. Also in advertisement, the advertiser has to pay attention in elements of persuasion process in order to make the product sold well.

According to Renkema (1993: 208-209), there are four elements of persuasion process most widely referred to; source, channel, message, and receiver.

Source is one of important factors in acceptance messages that are able to be expressed in two ways, source credibility or believability and the source's attractiveness to the receiver. Renkema (1993: 208) says that the request of sources has to be done with credibility and feelings (sympathy/ antipathy, like/ dislike) as the result that arise the source. The consumer's attitude relates to the source of advertisement because the feeling of consumer is influenced by specific issues.

Message is one of the major factors in persuasion process. The argument chosen; the persuader should refutes the arguments or leaves them out; the part of advertisement that should present with stronger argument, whether in the first, in the middle or last; the style of the advertiser that should be most effective are some of examples that should be in message.

Channel is something to do with the media (magazine, newspaper, radio, television, etc) 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.

Receiver is related to the target of message. Receivers are 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 of advertisement have to understand their audiences' or viewers' background of knowledge. Also, the presenters or persuaders should know about initial attitude of audiences or viewers or consumers; male or female, old or young, and educated or uneducated.

So, it can be concluded that the elements of persuasion process are important things in advertisement. Credibility and believability of the source influenced the consumers' attitude, the affectiveness of the message influenced the consumers in understanding about the main point of the message, the accuracy in choosing the channel influenced the achievement of the target of product or message, and the accurate background of consumers influenced what the suitable message is delivered to the consumers.

2.2.3. Techniques of Persuasion

This study concerns with technique of persuasion. Therefore, knowing about technique of persuasion becomes the main point before analyzing the data. Besides that, in advertisement, the aim of persuasion is to convince the consumers to use or buy the product. Therefore, technique of persuasion is very important in order to

make the ad accepted and the product sold well. The following are some definitions about technique of persuasion.

Hovland as quoted by Sunarjo (1983: 30) argues that a major effect of persuasive communication lies in stimulating the individual to think both of his initial opinion and of the new opinion recommended in the communication. So, in order to achieve the best result the speaker needs technique. There are two methods based on threat appeals. The first, appeals positive. Through motivation and reward approach. The second, appeals negative. That is the threat approach for the communicant (Siahaan,1990: 130).

Still in Siahaan (1990: 130) Aristoteles and Demonstens stated three ways of persuasive. The first, the ethical mode of persuasion. It means that communicator act determines a successful communication. The second, the pathetic of emotional mode of persuasion. The communicator gives priority in audience's feeling than mind. So, the communicator or the speaker should analyze the level of communicator's intelligence. The third, logical mode of persuasion. It concerns with opinion, idea, attitude and values proposed to the communicant.

Some persuasive techniques mentioned above are too general. In particular, persuasion can be divided into context, argumentation, and psychological approach used. From the context, we may notice who will be the communicant or the audience, what the purpose is, and also how the audience's situation as the object of persuasion. Sunarjo (1983: 35-39) stated that some techniques can be used, these are:

1. Cognitive dissonance

This technique is adopted from Leon Festinger theory. He supposed that human's behavior to his or her opinion, attitude and what human commit frequently opposed with human's inner or belief. That is why, persuasion here as an act as to justify communicant's behavior, even though his or her belief does not.

2. Pay of idea and fear arousing technique

This technique an effort to persuade personality or people by provide the reward and fear arousing (influence someone by frightening).

3. Empathy

The speaker ability places him or her as other's situation. This technique is very important in which the speaker or communicator recognize audience.

4. Packing

This technique means communication presented interestingly and impressively.

5. Red Hearing

This technique deflects argumentation from weak parts which are parried step by step in the dominated part of communicator.

6. Association technique

Association technique is also called as "build-in technique", used in delivering idea by sticks or merge with the actual and interesting object.

In addition, Gary Cronkhite (in Curtis, 1997: 274) proposed five kinds of argument which include persuasive technique that the speaker can use for relating the motivation and persuasive object. These are; the first, contingent (probability) which uses cause and effect argument. The second is categorization. The third is comparison using the analogy argument. The fourth, approval (reason based on testimony). The last, unintentional event (sense of relationship coming from common context) that is used by presenting the persuasive object and motivational messages in similar context.

Besides the explanation above, technique of persuasion can be noticed from psychological aspect. Hogan (1996: 91) as supported by Susanto (1997: 17) states that persuasion is a technique to influence people by means of using psychological and sociological evidence of communicant as the object of persuasion. Based on psychological aspect, the speaker is able to use expert question. It means that in the process of persuasion, the questions used for explaining the statement establish the values, draw out the objection, and direct conversation.

Furthermore, in psychological aspect, Keraf (2004: 124-131) argues that techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

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. Before giving justification, the advertiser

should know the audience's or consumer's need, their attitude and belief. In short, in this technique, the advertiser must give arguments or rationalization to convince the consumers.

2. *Identification*

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

3. *Suggestion*

Suggestion is an effort to persuade or influence people to accept 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. The advertiser only needs to give one or more facts those suitable with his or her statement and the consumer will believe it.

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 consumer's condition. It involves attitude taken by the advertiser to adapt him or her 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.

5. *Compensation*

It is an action or a result from an effort to look for a substitute for something unacceptable or indefensible circumstance. It is done because the pure condition or action has been unacceptable. In advertisement, the presenters can push the consumers or audiences to buy the product as a substitute of something or goods that have unacceptable.

6. *Displacement*

Displacement is a process that attempts at displacing an intention or a matter that face obstacles, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection.

7. *Projection*

It is a technique to make something that firstly being a subject then it becomes on 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 have been done by somebody shifted the mistake to other people, and said that he has it.

Referring the explanation above, this study will intensively be led to see persuasive techniques that occur in statements or sentences delivered by the presenters of DRTV Advertisement kitchen and bar. This research is applying for persuasive techniques in psychological aspect by Keraf in analyzing the advertisements. This study chooses Keraf's theory because the theory is easy to be

understood. Also, each of technique has specific and understandable explanation. In television advertisement, each of utterances from presenter has own message and meaning delivered by the presenter to the consumers. So, this theory is suitable to be used in order to analyze each of the messages or meanings of the presenters' utterances easier.

2.3. Advertisement

Before analyzing about persuasive technique in advertisement, the definition of advertisement needs to be clarified first.

Advertisement presents communication between the advertisers and the consumers indirectly. According to Belch and Belch (2001: 15) 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, magazine, and newspaper) 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.

Advertisement tends to persuade and inform the consumers to do something. As Kleppner (1986: 22) said that advertisement is a part of marketing that helps a company to get the product into the consumer's hand. It delivers the message that is not merely informative but also persuasive. In addition, Liliwali (1992: 13) states that the message of the advertisement must be informative, educative, and persuasive. Informative 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 consumers. Besides 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 mind to follow what the advertisers say, want, and buy the products.

The main point of advertisement is to sell by creating positive impressions about a product, service or a concept. As stated by Crystal (1993) the aim of advertisement is to draw attention to a product or service in order to sell it. So, the advertisement has to create the mind of consumers to believe or to use the products or services. Also, the message of advertisement should be made to represent a product or service.

Therefore, the bottom line that can be concluded of ad is, it is a kind of communication between the advertiser and the consumers indirectly. It is a paid

message delivered through mass media which has specific purpose to persuade the consumers to buy or use the product, service, or concept. Furthermore, the advertisement uses informative, educative, and persuasive message as a media to convince the consumers.

2.3.1. The Language of Advertisement

This study discusses about technique persuasion of advertisement. It is analyze not on non verbal aspect, but from verbal language. Furthermore, the language used by advertisement is not the same with usual language. It has specific character explained below.

The language of advertisement does not has the same purpose as a common language; it is different from the language that is used in daily life. 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 the language they use every day and also the language in which they think. Furthermore, the language of advertisement uses effective illustration and contains special power that is allowed to be understood and to control the consumer’s behavior. As Jugenheimer (1991: 29) states that an advertisement attracts the attention of the consumer and offers information or some kinds of pay off in return for the consumer’s time can be successful only if they meet the following criteria. First, it uses language that the consumer can understand; second, it does not conflict too

much with the beliefs or values of consumer members; third, it shows what the products or services will do for the consumer's family and friends will feel about it.

In addition, Keraf (2002: 21-24) also stated that people with broader knowledge of words (diction), will speak correctly. To express a correct idea, it is needed not only the accuracy of the words choice but also appropriate words. Then, Keraf concluded about the diction are as follows. First, diction seizes the correct words used to express the ideas; second, diction seizes the accurate and appropriate words used; and third, accurate and appropriate words can be expressed correctly if there is a broader knowledge of words.

Based on the explanation above, the language of advertisement should use the consumers' language and contain special power that is persuaded and controlled the consumers' behavior. Also, it uses accurate and appropriate words in order to make the message of advertisement understandable and acceptable to consumers. It means the usage of the words should be effective and suitable.

2.3.2. Kinds of Advertisement

The object of this study is DRTV Advertisement. So, it is better to know the classifications of advertisement in order to identify where the position of the object is.

According to Arens (2005: 11-17) the classifications of advertisements are:

1. Classification by target audience

The target audience is generally defined as the group of individuals to whom the advertisement's message is directed. There are many classifications of target

audiences. The two major ones are consumer's advertisement (television, radio, newspaper, and magazine) and business advertisement (concentrated in specialized business publications or professional journals).

2. Classification by geographic are 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 audiences; there are newspaper advertisement, magazine advertisement, etc.

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 and indirect action advertisement.

From the explanation theory above, it is known that the object of this research is included in classification by medium. It happens because the object uses television advertisement as a media to transmit the message.

2.3.3. Functions of Advertisement

Advertisement as an object of this study has some functions that have to be known in order to understand more about the object before analyzing it.

The functions of advertisement are able to be categorized as marketing, communication, education, economic and social function (Arens, 2005: 5) 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 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 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.

From the explanation above, it can be concluded that advertisement as a media to promote the product has some functions. It is a tool that has the role in marketing, communication, education, economic, and social function.

2.3.5. The Characteristics of Advertisement

Advertisement function as a media to market, communicate, educate, provide the new products (economic) to consumers, and give the picture to consumers about the suitable products for them has some characteristics that should be known.

Furthermore, advertisement is an object of this study, so it is significant to understand the characteristics of ad in order to facilitate in identifying the characteristics of DRTV Advertisement.

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

1. Inform

Advertisement informs costumers 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 consumers or not.

2. Persuade

In this role, advertisement should sell the products, services and ideas.

Advertisement should not only inform the new product but also 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 concludes 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, etc) 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 advertisements 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. Advertisement also sells ideas. The firms automatically may use advertisement to sell the idea.

6. Identified sponsor

Advertisement wants the sponsor of the message to be known and in the contrary without an identified sponsor, it was wasteful to use advertisement fund. So, in advertisement, it should identify sponsor before showing the advertisement in order to make the message of advertisement easy to be understood by the consumers.

7. Selected market

The last character of advertisement is selected market. It is needed to develop the advertisement and to select what the media that suitable to be used in promotion.

Based on the explanation above, it can be concluded that DRTV is a non-personal presentation ad that has the function to inform the products and persuade the consumers to buy the products. Furthermore, DRTV as a paid message media to promote the products is a kind of television advertisement that promotes the products by identified sponsor in order to make the message to be understood by the consumers.

2.3.6. Persuasive Language in Advertisement

As the explanation before, the purpose of advertisement is to persuade the consumers to buy or use the product, service, or concept. So, it needs persuasive language as a media to achieve the purpose of it.

Persuasive is having the power of persuading or tending to persuade or influence (Grolier Webster International Dictionary 2000: 708). Then, language is what the members of particular society speak (Wardhaugh, 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, it can be concluded that persuasive language is a language or a tool to persuade other people. Then, in advertisement, persuasive language is needed because it used as a tool to make illustration and to give special power in convincing the consumers.

2.4. Television Advertisement

This study is focused on television advertisement as the object. So, before analyzing about the object, it is better to know what the meaning of television advertisement itself.

A television advertisement or television commercial—often just commercial is a span of television programming produced and paid for by an organization that conveys a message. Advertisement revenue provides a significant portion of the funding for most privately owned television networks. The advertiser can show the product or service works, how its packaged customers will know, and when the customers will get the product. In advertising, it often takes multiple touch points to effectively influence consumers' purchasing behavior

(<http://www.allbusiness.com/marketing/advertising-television-advertising/259-1.html>).

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 an advertisement business cannot be separated. They have exceptionally beneficial relationship (Bungin, Burhan, 2001: 79).

In short, television advertisement can be defined as a commercial television programming produced and paid by the advertiser or someone who wants to convey a message to consumers. It has the function to show the product or service works, how its packaged customers will know, and when the customers will get the product by showing in audio visual directly.

2.5. DRTV Advertisement

DRTV is the object of this study. DRTV stands for “Direct Response Television”. It is a television advertisement that is developed in the USA since 1990. In its promotion, it uses selection. Not all of the products received and promoted in this television. The product must have high quality and mass appeal it should perform well in a DRTV campaign. Furthermore, about the advantage, DRTV gives the advantage for both buyers and sellers. The advertisers can promote the products effectively and the consumers can take the product easily. They can order the product directly after seeing the contact information in screen or log on to the web address and make the purchase. About the language of DRTV that we can look in television or internet, it uses great persuasive technique rhetoric to convince the viewers. It uses

beautiful description and seems like giving motivation to buy the product. Therefore, this research focuses on DRTV Advertisement as the object. DRTV has good persuasive language and it has been success in convincing the audiences for more than 20 years. So, it is interesting to be analyzed in order to know more about persuasive technique that is used in DRTV Advertisement.

2.6. Previous Study

There are some of researchers that studied about this topic. They are as follow: Sukirno (2003) focused his study in persuasive words/phrases as used in the Jakarta Post Advertisement. He concluded that the advertisement headlines found in Jakarta Post's Advertisements tends to employ the variations among phrases and words, the meaning used also vary between denotative and connotative meaning, and the last is Jakarta Post Advertisements show two different patterns in presenting the headlines, the illustrations and the product promote.

Nurul (2007) studied on the Discourse Analysis on the education's advertisement on the street banner. In this case, she focused on the diction and persuasive technique. She found that education's advertisement on the street banner used highly varied dictions appropriate with the requirement that have purpose to make the reader easier in understanding the messages of the advertisement.

Fakhrudin Abbas (2008) focused on the use of persuasive technique by Barack Obama in his political speeches in the 2008 USA presidential primaries. He found that Barack Obama used several techniques of persuasion to get support from

the audience or publish and invest his idea in delivering his speeches. These techniques are: rationalization, identification, suggestion (hypnotic), conformities, compensation, displacement, and projection techniques. Furthermore, in the use of persuasion techniques, Barrack Obama used several ways to persuade the audience. Such as; giving the reasons for his statements, putting the foundations and ideas in the heart of audience, etc.

The last, Zainiyah A'yun (2008) who focused on technique of persuasion used in advertisements presented by SCTV presenters used Keraf and Renkema theory. The findings of her research are those presenters used suggestion, rationalization, identification, and conformity techniques. On the other hand, the researcher found 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.

The similarity between this study and the researchers above are in using persuasive techniques as the topic of the study. Whereas, the object of this study and the researchers above are different. The researchers above use advertisement, newspaper, political speech, and street banner. Meanwhile, this study focuses on persuasive techniques used in television advertisement or DRTV Advertisement in order to analyze the type and the use of persuasive techniques in television advertisement.

CHAPTER III

RESEARCH METHOD

This chapter discusses the methods that are used in the study. It comprises of; research design, research instrument, data sources, the technique of data collection, the data analysis, and triangulation.

3.1. Research Design

This study uses descriptive qualitative method. Using descriptive because it describes about what persuasive techniques and how persuasive techniques are used by the presenters of DRTV Advertisements.

Furthermore, this study uses qualitative method because it analyzes about what persuasive techniques and how persuasive techniques are used by the presenters of DRTV Advertisements.

3.2. Subject of the Study

The data of this research are speeches or utterances that use persuasive language in promoting about kitchen and bar.

3.3. Data Source

The data in this research are taken from the speeches or utterances of the presenters' speeches during promotion in DRTV Advertisement about kitchen and bar. The data taken from 4 advertisements downloaded in March, 2010.

3.4. Research Instrument

Because this study uses qualitative design, the researcher put herself as an instrument for data collection, analysis, and as key of this research. She spends a great deal of time for watching, listening, and observing the video of DRTV Advertisements to find the use of persuasive techniques. Beside that, she transcribes the speeches or utterances into text and arranged them systematically into the list of persuasive techniques in order to have careful identification of the presenters' persuasive techniques.

3.5. The Technique of Data Collection

Firstly, the researcher watches and hears the video of DRTV Advertisements that are taken from internet for many times to get more understanding about persuasive techniques used by the presenters of DRTV Advertisements.

Secondly, she observes persuasive techniques used by the presenters of DRTV Advertisements when they promote about kitchen and bar products. Then, she transcribes the speeches or utterances into text to get the whole data. The last, she makes codification of persuasive techniques found in presenters' speeches.

3.6. The Data Analysis

The researcher analyzes the data using the steps as follows:

Firstly, identifying the type and how persuasive techniques are used by the presenters' of DRTV Advertisement based on the data collection. Secondly, analyzing the data based on the theory. Then, discussing the whole data to find the result, whether it is relevant with the theory or not. The last is the conclusion from a result of analysis.

3.7. Triangulation

The researcher uses method of conforming finding called triangulation.

Triangulation is the way to check the validity of the data by using other things outside the data to check and compare them. In this study, the researcher transcribed the transcription by herself and asked to an English tutor who has good capability in listening as well as to recheck the validity of the data.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the analysis of data findings according to the theoretical framework as stated in the previous chapters, including the interpretation of the findings and the discussion based on the analysis of the data findings to explain the research concerned. The findings are discussed based on each advertisement of the data in the perspective of persuasive technique in DRTV Advertisement about kitchen and bar.

4.1. Research Finding

This part explains the findings and the analysis of the data. In this research finding, the utterances or the statements in each advertisement taken from DRTV kitchen and bar are identified and described.

The data that are analyzed are consisting of 16 data from 4 advertisements. In order to make the presentation easy to understand, this research uses symbols in presentation. For example; using symbol A, B, C, D to each advertisement and 1, 2, 3, etc to each utterance in every advertisement. Then, the context and the data analysis are directly presented under the data findings.

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

A. The Advertisement of Bullet Express

Data A. 1

“Slicing and chopping chickens and vegetables for a stove fry can be a kitchen nightmare. Well, in last time that it takes the binder sharp knife. You can have a perfectly chop chickens and vegetables still fry and all prepared directly into the pan. And ready to cook in just 45 seconds!”

Context

The presenter wants to show to the audiences or viewers that last time slicing and chopping were a hard job. It happens because the use of traditional tools, like sharp knife. Then, the presenter introduces brilliant solution to solve the problem. He shows a new machine to chop and slice chickens and vegetables still fry easily and it is ready to cook in just 45 seconds. The purpose of the presenter is to justify audiences’ problem and introduces the quality of his product that can solve the problem.

Analysis

Based on the context above, in data A.1, the presenter says that “slicing and chopping chickens and vegetables for a stove fry can be a kitchen nightmare.” It is used by the presenter to give justification that it is a hard job and it needs a solution to solve it. Then, the presenter shows a new machine that has a formula to slice and chop easily by saying “You can have a perfectly chop chickens and vegetables still fry and all prepared directly into the pan. And ready to cook in just 45 seconds!” it is used as a proof to justify the machine

has good quality and can solve the problem. Therefore, the data A.1 is called *Rationalization technique*. The presenter tries to give justification in audiences' problem and says statement as a proof to justify his machine has good quality to solve it.

Furthermore, it can be analyzed presenter's statement "in last time it takes the binder sharp knife", it shows that in slicing and chopping chickens and vegetables in last time is not a simple job because it used sharp knife. The result of it, chickens and vegetables could not be chopped or sliced perfectly and quickly. So, the presenter introduces a new machine to compensate sharp knife because it is not suitable tool today. Therefore, this data is called *Compensation technique*. The presenter persuades the audiences to leave sharp knife and look for the substitute.

Data A.2

"We all love apple pie, but getting up your big bulky processor and expensive stand mixer can be a real jowl. For now, you can slice those apples directly in the pie dish from the fresh whole lied apple pie made from scratch, and other is ready in just 60 seconds.

Everyone loves pizza, but why people delivery or settle for frozen. Well, you can have your favorite pizza fresh, made from scratch and oven ready in just 90 seconds!"

Context

The context of data A.2 it similar to data A.1. In this data, the presenter tries to explain to the audiences about their difficulty when they want to make

apple pie and they do not use simple machine. They need big processor and expensive mixer; of course it is an uneasy work, even, for everyone who loves pizza. It is very bad habit to order from shop and usually it is frozen. The purpose of the presenter is to introduce a new machine that is able to slice and fresh from scratch, also oven ready in just some seconds.

Analysis

The presenter gives justification in audiences' or viewers' problem in making apple pie using big processor and mixer which was difficult work. Also, when they want to eat pizza and they order that usually it is frozen. It is known by the presenter's statements ".....but getting up your big bulky processor and expensive stand mixer can be a real jowl..... and..... but why people delivery or settle for frozen". The purpose of the presenter is to show the machine that he promotes. He introduces the machine which can slice directly in the pie dish and fresh from the scratch. Also, oven ready in just some seconds. It is found in statement " For now, you can slice those apples directly in the pie dish from the fresh whole laid apple pie made from scratch, and other is ready in just 60 seconds.....Well, you can have your favorite pizza fresh, made from scratch and oven ready in just 90 seconds!".

Therefore, the data A.2 is called *Rationalization technique*. The presenter tries to give justification in audiences' problem and says statements as a proof to justify the quality of the product.

Data A. 3

“Now, from the makers of the Original Magic Bullet comes the all new Bullet Express the ultimate eight minutes meal machines. That’s right! You can make any full family meal. Ready to heat or eat in just eight minutes or less! And the best part is you can chop, slice, or shred right into the pan pot and dish you are cooking with.”

Context

Data A.3 has the correlation with the data in A.1 and A.2. It is the name of machine formulated to solve the problems of audiences or viewers in data A.1 and A.2. The presenter explains that Bullet Express is able to slice, chop, or shred right into the pan pot and it cooks in just eight minutes or less. So, it is called as a machine to make any full family meal. Furthermore, the presenter also tries to explain it as a new machine that has different formulation from others and more perfect, simple, than old or manual tools with the purpose the audiences will use Bullet Express as a substitute of their old tools. Also, the presenter gives a suggestion to the audiences to choose Bullet Express without thinking twice.

Analysis

From the context above, in this data, the presenter justifies the problems of audiences in data A.1 and data A.2. Then, he introduces the name of machine also the formulations as a solution to solve the problems. Therefore, this data is called *Rationalization technique*. The presenter gives justification in

audiences' problem when they used old tools that are not simple and spending a lot of times, like in data A.1 and data A.2. Then, he answers by introducing the name of the product that is able to slice, chop, or shred easily as a proof to justify the quality of the product.

The presenter also says "Now, from the makers of Original Magic Bullet comes the all new Bullet Express the Ultimate eight minutes meal machines", it means the presenter wants to show Bullet Express is a new machine that compensates old or manual tools before. Bullet Express with formulation eight minutes meal machines is easier to be used than other tools before that are not simple and spending a lot of times. The purpose of the presenter is to show that Bullet Express is more acceptable to use and suitable to choose as a substitution of old tools. Based on presenter's purpose, it is called

Compensation technique.

Furthermore, after watching the problems of data A.1 and A.2, the audiences will believe spontaneously without thinking more again because they see the fact of the problems directly. Then, suddenly the presenter says "That's right! You can make any full family meal", with high intonation. Of course, it is like giving a motivation to the audiences or viewers to choose the product that can be used to make all of meal quickly without thinking twice. Therefore, this data is called *Suggestion technique*, because the presenter gives suggestion to audiences to use Bullet Express by showing the fact of problems before and

he persuades with high intonation in order the audiences do not think again to choose the product.

Data A. 4

“Quickly squeeze at the top and now the Bullet Express cuts and chops like a food processors and mixes and blends like big stand mixer. Just throw your ingredients and to whole pieces of turkey breast into the Bullet Express to grain and combine everything together down to the perfect consistency delicious low-fat Rosemary Turkey Meatloaf, oven is ready in just 45 seconds!”

Context

In this data, the presenter explains the other formulation of Bullet Express. He says Bullet Express is not only chopping, slicing, or shredding quickly, but also formulated with quickly squeeze. It can work like a processors, also mix and blend like big stand food mixer. Furthermore, the presenter shows that it can squeeze all of the ingredients down together in just 45 seconds. The purpose of the presenter is to give rationalization and description about the unique formulation of Bullet Express as a justification in quality of the product.

Analysis

In this data, the presenter says “Quickly squeeze at the top and now the Bullet Express cuts and chops like a food processors and mixes and blends like big stand mixer”, it shows that Bullet Express can squeeze quickly like a food

processor, also mix and blend like mixer. Then, the presenter explains Bullet Express squeezes the ingredients in just 45 seconds “oven ready in just 45 seconds! “. It is said by the presenter because he wants to make a proof to justify the quality of the product. Therefore, this data is called *Rationalization technique*. The presenter makes statement about other formulation of Bullet Express with the purpose as a proof to promote and justify the quality of the product.

Data A. 5

“The Bullet Express is also your personal 35 seconds dough machine. Watches and mixes all the ingredients for bread dough, pizza dough, and even pie dough perfect every time”

Context

In this data, the presenter introduces the last formulation of Bullet Express. He shows that Bullet Express is called as dough machine because it can mix all of the ingredients perfectly without spending a lot of times. Furthermore, the presenter wants to make the audiences believed in Bullet Express by saying that it is a personal machine and suitable to be used by everyone. The purpose of the presenter is similar with previous data. He wants to give rationalization and description about the unique formulation of Bullet Express as a justification in quality of the product.

Analysis

From the context above, the presenter shows the formulation of the product. It is a dough machine that only needs 35 seconds to mix all of the ingredients perfectly. It is used as a proof to justify the quality of the product. Therefore, based on the purpose of presenter, this data is called *Rationalization technique*.

Besides, the presenter says a statement “your personal”, is assumed the presenter wants to show Bullet Express is not only for man or woman, young or old, educated or educated, but for everyone who wants to use it. Therefore, this data is called *Identification technique*. The presenter tries to persuade the audiences or viewers by saying Bullet Express is acceptable for everyone in order to make easy in his promotion.

B. The Advertisement of the All New Xpress Redi Set Go

Data B.1

“We don’t have time in our busy life to wait for food. So, we fall into the fast food rush or by car field snack. Well, millions discovers the secret that fast food can be quick and healthy for breakfasts, lunches, dinners, even dessert. All thanks to the original Xpress if 101. What would you say if you could do even more like enjoying fresh pie and hot personal pizza, fancy gourmet for two as well as fleaky personal pie all under 10 minutes! Now you can!”

Context

In this data, the presenter starts his persuasion process by showing the problem that most of people like fast food and they do not have a time to

make it alone. Finally, they buy fast food rush and do not know it is healthy or not. Then, the presenter shows the result of secret research about fast food. Actually, fast food can be made quickly and healthy when it is cooked and prepared correctly. After that, the presenter offers a machine that is formulated to make fast food quickly, so that the audiences can cook the food by themselves and it will be healthier. The statement is supported by the example of making some fast foods in less than 10 minutes in order to make the audiences believed more in the machine. The purpose of the presenter is to justify the problem of the audiences and give rationalization that the machine can solve their problem.

Analysis

From the context above, the presenter shows the problem of most people when they want to eat fast food, but do not have a time to make it. They usually buy fast food rush and it is unknown whether it has been healthy or not. Then, it is followed by explaining the research about fast food. His purpose is to give justification in their problems in order to introduce his machine easily. Furthermore, he gives example of making some fast foods using Original Xpress of 101 to give justification about the quality of the product. Therefore, this data is called *Rationalization technique*. The presenter gives justification in audiences' problem and makes statement as a proof to justify the product.

Besides, the presenter says a statement “What would you say...”, it means the presenter wants to ask the audiences or viewers to think that cooking is very easy using Original Express 101. The audiences or viewers can enjoy fresh pie and hot personal pizza, fancy gourmet for two as well as fleaky personal pie all in under 10 minutes. Beside that, the presenter also uses sentence “now you can”, it means he wants to convince the audiences or viewers that they will get all of the enjoyable things that have been mentioned above when they use Original Express 101. Therefore, this data is called *Conformity technique*. The presenter tries to give positive influences in audiences’ mind using Original Express 101. The presenter said it is because he wants to take same condition and adjust the consumers’ condition in order to be easy in convincing them.

Data B.2

“Thanks to the all new Xpress Redi Set Go. Imagine! For course meal, you can make Pork Tenderloin with sweet potatoes in 8 minutes, Grilled Panini in just 5 minutes or up quick-and-easy Beef burrito with Spanish rice in 5 minutes. All made with the ingredients that you select for your family. This is possible, thanks to the New Design Advances, giving you 25% more cooking areas than before. New insertable cooking pans that expand your cooking possibility and a new controlled cooking chamber with an advanced non-stick surface, the food is feasibly cooks from the bottom and the top and a close environment.”

Context

In this data, the presenter introduces the name of the product that is able to make some foods easily and quickly. He presents the formulations of the product. It is designed 25% more cooking areas than before and new insertable pans that functioned to expand cooking, also new controlled cooking chamber with an advanced-non stick surface that makes cooking possibly from the bottom and top, also a close environment. The purpose of the presenter is to give justification in the quality of the product. Persuasion of this data is more complete with the statement of the presenter when asking the audiences to imagine if they make some foods quickly. Automatically, it brings positive influence in their mind.

Analysis

From the context above, the presenter makes statements about formulations of Xpress Redi Set Go. The presenter said that because he wants to make a proof to justify the quality of Xpress Redi Set Go in order to make the product acceptable for audiences. Therefore, this data is called *Rationalization technique*. The presenter gives justification in the quality of the product as a proof to justify the product.

Furthermore, the word “imagine!” means that the presenter tries to ask the audiences or viewers to imagine when they can make Pork Tenderloin with sweet potatoes in 8 minutes, Grilled Panini in just 5 minutes or up quick-and-

easy Beef burrito with Spanish rice in 5 minutes. This is because he wants to take same condition and adjust the consumers' condition in order to be easy in convincing them. On the other words, the presenter wants to give the positive influence about New Express Redi Set Go. Therefore, this data is called

Conformity technique.

Data B.3

“ So you do not need a large space like conventional oven. In fact, the Express cooks up to twice as fast as conventional oven cooking times and saves up to 70% in oven energy costs. Powerful enough to shred meat yet gentle enough to bake a crispy crush.”

Context

In this data, the presenter explains other formulation of Xpress Redi Set Go. He presents that usually most of people need conventional oven to shred and bake foods. Then, the presenter shows that Xpress Redi Set Go is formulated as food cooks up twice as fast as conventional oven and it saves up to 70% energy costs. It is a powerful machine to shred meat and to bake a crispy crush. The purpose of the presenter is to justify audiences' need and tries to show the quality of the product as an answer of their need.

Analysis

From the context above, the presenter starts with giving justification in audiences' need about conventional oven by saying “ So you do not need a

large space like conventional oven”, and he shows the formulation of his product to make a proof to justify the quality of the product by saying “the Express cooks up to twice as fast as conventional oven cooking times and saves up to 70% in oven energy costs. Powerful enough to shred meat yet gentle enough to bake a crispy crush”. Therefore, this data is called *Rationalization technique*. The presenter gives justification in audiences’ problem and makes statement as a proof to justify the product.

Data B.4

“You are able to fry, bake and grill with just one of pan. Ready to save time and money or set to reduce calories and let’s go!”

Context

The context of this data is the presenter makes a conclusion that New Express Redi Set Go is different from other cooking tools. It is formulated to fry, bake, and grill with just one pan. Besides that, the presenter also convinces the audiences or viewers that they can be more economic and also reduce their calories with New Express Redi Set Go. The purpose of the presenter is to give a suggestion to look at the advantage of Xpress Redi Set Go and to buy it without thinking twice.

Analysis

From the context above, the presenter explains that New Express Redi Set Go is able to fry, bake, and grill in one pan. The presenter tries to show the fact that it is a different machine from others. Automatically, the audiences will be convinced that it is a simple machine. Then, the presenter makes a statement “Ready to save time and money or set to reduce calories and let’s go!” with high intonation. Of course, it is able to convince the audiences or viewers to use Xpress Redi Set Go that can be more economic and also reduce their calories without thinking twice. Therefore, this data is called as *Suggestion technique*. The presenter gives suggestion to audiences to use Xpress Redi Set Go by showing the fact and he persuades with high intonation in order to make the audiences do not think again to choose the product.

C. The Advertisement of Jack Lalanne Power Juicer

Data C.1

“Are you tired? Overweight? And lacking energy? Do you wish you can look and feel young again? You can! By lucky the power of natural juice with Jack Lalannes power juicer, for increasing energy vitality and lifelong fitness. The secret is just amazing commercial quality power juicer, fast, healthy, fresh quick juice in just seconds! It tied high output motor surgical steel blade provides maximum performance and the patterned that extraction technique delivers up to 30% more juice than stubborn juicer. We juice better than other juicer.”

Context

In this data, the presenter starts persuasion process by showing the problems of the audiences when they are often tired, overweight, and lacking energy. Then, he persuades them by asking about they want to look and feel young again or not. Actually, the presenter only wants to show and justify that they have some problems that must be solved. After that, the presenter tries to introduce a new power juicer that is formulated to increase energy vitality and make life healthier. He presents that Jack Lalanes with amazing commercial quality power juicer can make juice fast and healthy in just seconds. Then, with high output motor surgical steel blade provides maximum performance and the patterned that extraction technique delivers up to 30% more juice than stubborn juicer. The purpose of the presenter is he wants to inform the quality of the product as a solution to solve the problem and he persuades them that Jack Lalanes is better juicer than others in order to influence them to choose the product.

Analysis

In this data, the presenter starts his persuasion process with questions “Are you tired? Overweight? And lacking energy? Do you wish you can look and feel young again?”, it means the presenter wants to convince the audiences that actually they have some problems to be solved. Then, the presenter tries to introduce Jack Lalanes by presenting its’ formulations that it can deliver fresh

and quick juice to make the body more vitality and healthy. Actually, the purpose of the presenter is to justify their problems and make statements to justify the quality of the product in order they will buy and use the product. Therefore, based on presenter's purpose, this data is called *Rationalization technique*.

Besides, the presenter also says the sentence "Do you wish?", it means the presenter wants to ask the audiences or viewers who has a problem in vitality to wish like they can look and feel young again. Also, in statement "you can!", it is a statement to make the audiences or viewers believe more that they can look young again and more vitality using Jack Lalan's Juicer.

Therefore, this data is called *Conformity technique*. The presenter tries to give positive influences in audiences' mind using Jack Lalan's. The presenter said it because he wants to adjust the consumers' condition in order to be easy in convincing them.

In last, the presenter also says the statement ".....delivers up to 30 % more juice than stubborn juicer. We juice better than the other juicer". It means the presenter wants to show Jack Lalan's can deliver 30% more juice than other juicer. Then, he followed with statement Jack Lalan's is better juicer than others. The purpose of the presenter is he wants to show the other juicer is not suitable to be used because it delivers little juice than Jack Lalan's and he wants to persuade the audiences to displace their emotion from using other juicer to Jack Lalan's. Therefore, this data is called *Displacement technique*.

Data C.2

“Slicing, chopping, and feeding the small sweet and look at the little juice you get. In just second, we juice the same of another fruit Jack Lalannes Power Juicer. You can drop in the whole fruits and the whole vegetables with no chopping or slicing. So, you were done it in half time. And look! Up to 30% more juice! With other juicer, the valuable juices are wasted in the pulp. You can even squeeze out more juice. What a waste! But with Jack Power Juicer the pulp is dried. No waste! Just look at the difference! Best of all, the durable Power Juicer is whisper quite.”

Context

In this data, the presenter introduces other formulations of Jack Lalanes. He presents it is formulated as a machine to slice, chop, and feed quickly. The whole fruits and vegetables will be mixed quickly. Also, he shows Jack Lalanes can deliver 30% more juice because the pulp is dried and no waste. Then, it is a whisper quite, so it will not bring noisy voice. The purpose of the presenter is he wants to make justification in quality of the product in order to make the audiences more convince to buy the product.

Furthermore, in persuasion process, the presenter tries to ask the audiences to slice, chop, and feed fruit and look at the little juice they get when they use other juicer. The valuable juice is wasted in the pulp and they can squeeze it to prove it. The purpose of the presenter is he wants to give positive influences in their mind about Jack Lalanes in order to make them convinced to buy the product.

Analysis

From the context above, it can be seen the presenter explains other formulations of Jack Lalanes. The purpose of him is he wants to give justification in Jack Lalanes's Quality. Therefore, this data is called *Rationalization technique*.

Besides, the presenter says "...look at the little juice you get." It means the presenter wants to ask the audiences like make juice with other juicer. It needs slicing, chopping, and feeding in small sweet and look at it is only little juice will be got. It happens because other juicer do not has formulation to catch and dry the pulp. So, the valuable juice is wasted in pulp. Then, the presenter asks them to prove it with says "You can even squeeze out more juice". After that, he asks the audiences to look at the difference result when they use Jack Lalanes with says "just look at the difference". The purpose of the presenter is he wants to give positive influences in audiences' mind that Jack Lalanes is better than others. Therefore, it is called *Conformity technique*. The presenter wants to adjust the audiences' condition in order to be easy in convincing them.

In last, the presenter tries to compare Jack Lalanes Power Juicer with other juicer. The presenter uses statement "more juice with other juicer". It means, the presenter wants to show to the audiences or viewers that Jack Lalanes Power Juicer is formulated with amazing technology till this juicer can juice 30% more juice than other juicer the valuable juice are waste in the pulp. The

purpose of the presenter is he wants to persuade the audiences to displace their emotion from using other juicer to Jack Lalanes. Therefore, this data is called *Displacement technique*.

Data C.3

“Store bottle juicer can not sit for months under the shelf and be loaded with sugar and preservative. But with Jack Lalannes Power Juicer, you always know it fresh and fresh means more vitamins and more nutrients.”

Context

In this case, the presenter tries to show the evidence that juice of Jack Lalanes Power Juicer is more fresh and not loaded under sugar or preservative, though it is saved for the months. It is different from juice of other juicer. It means, the presenter wants to persuade the audiences or viewers that Jack Lalanes Power Juicer is better than others and they will think to use it.

Analysis

In part C.3, the presenter uses statement “can not sit..... and But”, means the presenter wants to compare the result juice of Jack Lalanes Power Juicer and other juicer directly. He tries to show the evidence then make a conclusion that Jack Lalanes can make juice fresh mint more vitamints and more nutrients. Therefore, this data is called *Displacement technique*, because the

presenter uses the language to displace their emotion from using other juicer to Jack Lalanes.

Data C.4

“But it just gets better the power juicer supersize pulp catcher access of food processor. That is two machines in one. Use the natural fiber and nutrients from juicing to make saucer, blushes sukinian, Korean cakes and hottest saucer and so much more.”

Context

In this part, the presenter shows that Jack Lalanes is a power juicer that has supersize pulp catcher to make juice look up to 30% more juice in food process because the pulp is caught and dried . Also, uses natural fiber and nutrients in order to make saucer, blushes sukinian, and so on. The purpose of the presenter is he wants to show other formulations of the product as a method to prove the best quality of product.

Analysis

From the context above, the presenter explains about other formulations of Jack Lalanes in order to give justification in quality of the product.

Furthermore, the presenter hopes the audiences or viewers more convince to use Jack Lalanes Power Juicer because Jack Lalanes is formulated with 2 machines in 1 that makes juice no waste in pulp. Therefore, it is called

Rationalization technique. The presenter makes some statements as a proof to justify the quality of the product.

D. The Advertisement of Turbo Cooker

Data D.1

“The following is a paid advertisement for the Turbo Cooker and Chef Randal’s Steam Frying System brought to you by GT Merchandise and licensing corp.”

Context

In this part, the presenter starts to introduce about The Turbo Cooker with calls the firm that produces it. He also introduces who has developed The Turbo Cooker over several years. The purpose of the presenter is to make the audiences or viewers know the background of The Turbo Cooker and as a proof to justify the quality of the product.

Analysis

From the context above, the presenter tries to show who has developed The Turbo Cooker for several years and the firm behind it. The purpose of him is to show to the audiences or viewers about the background of The Turbo Cooker first before they know all of the formulations of Turbo Cooker and it is as a proof to justify the quality of the product. Therefore, it is called *Rationalization technique.*

Data D.2

“Cooking for the family is a lot of work. It usually involves a lot of oil. So, it may not be the healthiest. And you are left with the big messy to clean up. But this all about the change! Thanks to a new, healthier, easier way to cook. Cook entire meals for 4 or more in one convenient pan. Fry, roast, and bake with little or no oil. Cook frozen food without waiting for them to roast. Cook drive hottest immediately without waiting for the hot water to boil. And save money by replacing an entire cookware set with one self-contained cooking system.”

Context

In this data, the presenter starts persuasion process by showing the problem of most people when they cook and usually use a lot of oil that has the effect it will not healthy and left with the big messy. After that, he introduces healthier, easier machine to cook. He shows the formulations of machine. It is a simple machine that can be used to fry, roast, and bake with or no oil in one convenient pan. Then, it will more economic because there is entire cookware set with one self-contained cooking system.

The purpose of him is he wants to give a description to the audiences about their problem when using old machine and gives explanation about formulations of his product to justify the quality of the product, also to give a suggestion to leave old machine and choose this machine as a substitute.

Analysis

From the context above, the presenter gives justification in audiences' problem when they used old machine and he introduces Turbo Cooker as a solution to solve the problem, because it is a simple machine that uses or no oil and it will not left big messy to clean up. Besides, it also set with one a self-contained cooking system that makes more economic. It is said because he wants to justify the quality of the product. Therefore, it is called *Rationalization technique*.

Furthermore, the presenter says "But this all about the change! Thanks to a new, healthier, easier way to cook." It is used by the presenter to introduce a new healthier easier way to cook that compensates all of the cooking tools before. He presents that last time cooking usually involved a lot of oil and left with big messy to clean up because it needs some tools. The Turbo Cooker with entire meals for 4 or more in one convenient pan can be used to fry, roast, and bake with little or no oil. Therefore, this data is called *Compensation Technique*. The presenter tries to show the other machine before is unacceptable and he influences the audiences to use Turbo Cooker as a substitution of them.

Data D.3

"Imagine! How make chilly with cornbread in minutes, pasta primavera with vegetables in half of times and a complete some for dinner with potatoes and

vegetables for boil in half in the normal time. It's not only possible. It's now available! for the first time to the general public and an affordable price."

Context

In part D.3, the presenter ask to the audiences or viewers to imagine when they can make chilly with the cornbread in minutes, pasta primavera with vegetables in half of times and a complete some for dinner with potatoes and vegetables for boil in half the normal time in one convenient pan in order to give positive influence in their mind about the product. Then, the presenter tries to convince the audiences or viewers with says there was no machine before that can do it with affordable price with the purpose in order to persuade them to leave the old machine and use it a substitution.

Analysis

In data D.3, the presenter starts with word "imagine!" that means he wants to ask the audiences or viewers to imagine how to make all of food above quickly, in the same time, and in one convenient pan. It is used by the presenter to give positive influence and ask the audiences or viewers like make all of food together. Therefore, this data is called *Conformity Technique*. The presenter tries to make same condition with the audiences in order to give positive influence in their mind.

Furthermore, the presenter also says statement "It's now available! for the first time to the general public and an affordable price."It means that the

presenter tries to show Turbo Cooker is a new and first cooking machine that has amazing formulation in general public. It is more complete with an affordable price that possible to bought by everyone. The presenter uses that statement to show that other machine before is not suitable to used for now and introduces the Turbo Cooker can compensate other cooking machine before. Therefore, this data is called *Compensation technique*.

4.2. Discussion

After the findings and its analysis are presented, a discussion of the findings is important to answer the two research problems; first, “What are the persuasive techniques used in DRTV Advertisement? and “How are the persuasive techniques used in DRTV Advertisement ?”. In this discussion, it presents a discussion about the types of persuasive techniques first, then the use of persuasive techniques.

4.2.1. Types of Persuasive Techniques Used in DRTV Advertisement

According to Keraf (2004: 124-131) argues that techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

In this research, the researcher only found six criteria in DRTV Advertisement those taken from presenters’ speeches. Such as: rationalization, identification, suggestion, conformity, compensation, and displacement. Meanwhile, projection is not found in this research because there is no utterances or speeches of

the presenters that makes something firstly being a subject then it becomes on object.

The following are persuasive techniques which are found in this study.

4.2.1.1 Rationalization

This theory is mostly used in this study. Rationalization technique is a technique used by the advertiser to persuade the consumers by giving justification on their problems and making statements as the proof to justify the product's quality in order to make the consumers believe and buy the product. According to (Keraf 2004: 124), Rationalization is the use of mind process to give a justification for a certain problem. In this technique, the presenter or the advertiser needs only some statements as the proof to justify the product's quality. Before giving justification, the advertiser should know the audience's or consumer's need, their attitude and belief. In short, in this technique, the advertiser must give arguments or rationalization to convince the consumers".

In this study, the presenters of DRTV Advertisement use rationalization technique in their promotions in data A.1, A.2, A.3, A.4, A.5, B.1, B.2, B.3, C.1, C.2, C.4,D.2, and D.1.

4.2.2. Identification

This technique is a technique by analyzing the consumers and the situation, whether they are adult, teenager or children, and educated or educated in order to make the advertisers show their product to the consumers easily. Like in Keraf

(2000: 125-126) about Identification technique, “In this technique, the presenters of advertisement have to analyze their audiences or viewers or consumers and the situation accurately, whether they are adult, teenager or children. By identifying them, the advertisers will be able to show their product to the consumers easily.

In this study, this technique is found only in one data. The presenter uses Identification technique only in data A.5.

4.2.3. Suggestion

Suggestion is a technique to persuade people without giving a logical belief before. Usually, the process of suggestion is such as direction with words or high intonation that influences people to accept the product without thinking an idea, belief or action. It is only needs one or more examples those suitable with the statement to make the consumer believes the quality of the product. According to Keraf (2000: 126-128)“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. The advertiser only needs to give one or more facts those suitable with his or her statement and the consumer will believe it”.

Based on the result of research finding, the presenters use Suggestion technique in data A.3 and B.4.

4.2.4. Conformity

Conformity is a technique to influence people by taking the same condition with them. In advertisement, the advertiser must persuade the consumers with adapt or adjust the consumer's condition in order to make positive influence in consumers' mind. According to Keraf (2000: 128-129) Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumer's condition. It involves attitude that taken by the advertiser to adapt him or her 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.

In this study, Conformity technique is used by the presenters in some utterances. Those are in data B.1, B.2, C.1 C.2, and D.3.

4.2.5. Compensation

Compensation is a technique to influence others to look for a substitute for something unacceptable. In advertisement, the advertiser can influence the consumers to buy the product as a substitute of their old goods that have unacceptable to be used. According to Keraf (2000: 129-130) states that Compensation is an action or a result from an effort to look for a substitute for something unacceptable or indefensible circumstance. It is done because the pure condition or action has been unacceptable. In advertisement, the presenters can push the consumers or audiences to buy the product as a substitute of something or goods that have unacceptable.

Furthermore, Compensation technique is used by the presenters in data A.1, A.3, D.2, and D.3.

4.2.6. Displacement

Displacement is a persuasive process that has a character to influence people to displace their emotion from one thing to another thing. In advertisement, it is a technique that is used by the advertiser to make the consumers displace their emotion from another product to his or her product. Like in Keraf (130-131) “Displacement is a process that attempts at displacing an intention or a matter that face obstacles, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection.”

In this research, it is found that the presenters use this technique in Data C.1, C.2, and C.3.

4.2.2. The use of Persuasive Techniques in DRTV Advertisement

The second research problem of this study is “How are the persuasive techniques used in DRTV Advertisement?”. So, it is very important to discuss about the use of each persuasive techniques by the presenters in DRTV Advertisement. The following are the use of persuasive techniques from the most to the less using.

Rationalization is the mostly used by the presenters. They use this technique in data A.1, A.2, B.1, B.3, C.1, D.2 by justifying the audiences’ or viewers’ problems first and they make statements as a proof to justify the quality of the products in order

to influence them to buy the products. Then, in data A.3, A.4, A.5, B.2, , C.2, C.4, and D.1. The presenters of DRTV Advertisement uses this technique in promotion only with justify the products' quality or to support the quality of the products.

The second mostly used is Conformity. They use it in data B.1, B.2, C.2, and D.3 by asking the audiences to think about how to cook are very easy using Xpress Redi Set Go, Jack Lalanés, and Turbo Cooker. The presenters want to convince the audiences that they will get all of the enjoyable things that have mentioned above when they use the products. The presenters use this technique to give positive influences in audiences' mind using the products and to take same condition also adjust the consumers' condition in order to be easy in convincing them.

Also in data C.1, the presenter uses this technique by asking the audiences or viewers who has a problem in vitality to wish like they can look and feel young again. Then, he makes another statement to make the audiences or viewers more convince that they can look young again and more vitality using Jack Lalanés. The presenter uses this technique to give positive influences in audiences' mind and to adjust the consumers' condition in order to be easy in convincing them.

Beside Rationalization and Conformity, the presenters also use Compensation technique. They use this technique in Data A.1, A.3, D.2, and D.3 by showing the other products are frustrated or unacceptable and they persuade the audiences or viewers that presenters' products are suitable to choose as a substitution.

Furthermore, the presenters uses Displacement technique. This technique is used in data C.1, C.2, and C.3. The presenters use this technique in those data by

showing the other products are not suitable to be used before and showing the result of their products in order to displace audiences' emotion from using other products to presenters' products.

Then, the presenter also uses Suggestion technique. They use it in data A.3 and B.4 by giving suggestion to the audiences to use the products. The presenters show the fact of some problems first, then persuade the audiences to choose Bullet Express and Xpress Redi Set Go with high intonation in order to make them do not think twice to choose the products.

The less used by the presenter is Identification. It is used by the presenter only in data A.5. The presenter uses this technique as a method to persuade the audiences or viewers that Bullet Express is acceptable for everyone in order to be easy in his promotion.

From the discussion above, it can be concluded that the use of persuasive techniques from the most to the less using are: rationalization, conformity, compensation, displacement, suggestion, and identification.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter provides the conclusion of the findings and suggestions for further study.

5.1. Conclusion

Here are some conclusions based on the research findings:

1. In promoting the products, the presenters of DRTV Advertisement used several techniques of persuasion to influence the audiences or viewers to buy the products. These technique are: rationalization, identification, suggestion, conformity, compensation, and displacement.
2. In the use of persuasion techniques, the presenters of DRTV Advertisement use several ways to persuade the audiences or viewers. Such as justifying the audiences' or viewers' problems first and make statements as a proof to justify the quality of the products, taking same condition also adjust the consumers' condition and giving positive influence in consumers' mind, showing the other products are unacceptable and persuade the audiences that presenters' products are suitable to choose as a substitution, showing the other products are not suitable to be used before, then showing the result of their products in order to displace audiences' emotion from using other products to presenters' products, showing the fact of some problems first then persuade the audiences to choose the product with high intonation in order to make

them do not think twice to choose the products, and making statement to tell the audiences that the product is acceptable for everyone.

5.2. Suggestions

According to the data and the findings of this research, the following are suggestions to the next researchers, the students, the other advertisement companies, and the audiences or viewers.

To the next researchers are suggested to use the other object, this is because to explore about projection technique of persuasion.

Furthermore, to the other advertisement companies are suggested to adapt in using Rationalization technique as a method in promotion, this is because DRTV is a direct response television that has a popular method for advertising products for more than 20 years.

To the students who want to know and understand the persuasion phenomena are suggested to study about persuasive techniques used in DRTV and reading this thesis. This is because the result of this thesis has explored persuasion phenomena in television advertisement and it has represented the use of persuasive techniques in DRTV Advertisement.

The last, to the audiences or viewers are suggested to be more selective in believing the advertisement. This is because some of television advertisements exaggerate in promoting the quality of the product to persuade the audiences or viewers to buy the product.

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APPENDICES

Appendix

Ad 1 Bullet Express

Slicing and chopping chickens and vegetables for a stove fry can be a kitchen nightmare. Well, in last time that it takes the binder sharp knife. You can have a perfectly chop chickens and vegetables still fry and all prepared directly into the pan. And ready to cook in just 45 seconds! **(data A.1)**

We all love apple pie, but getting up your big bulky processor and expensive stand mixer can be a real jowl. For now, you can slice those apples directly in the pie dish from the fresh whole lied apple pie made from scratch, and other is ready in just 60 seconds.

Everyone loves pizza, but why people delivery or settle for frozen. Well, you can have your favorite pizza fresh, made from scratch and oven ready in just 90 seconds! **(data A.2)**

Now, from the makers of the Original Magic Bullet comes the all new Bullet Express the ultimate eight minutes meal machines. That's right! you can make any full family meal. Ready to heat or eat in just eight minutes or less! And the best part is you can chop, slice, or shred right into the pan pot or dish you are cooking with. **(data A.3)**

So now, you can have a fresh beef and vegetables casserole oven ready in just 45 seconds! Easily slice potatoes and onion right into the dish then simply fliptibly and finish off with some fresh red the cheese and now your delicious potatoes au gratin is ready for the oven in just 30 seconds! With the Bullet Express you never limit it to the size of your container. So now, you can prepare all of your favorite your ingredients directly into this giant salad bowl for a gourmet restaurant quality chopped salad, ready to eat in just 45 seconds.

Quickly squeeze at the top and now the Bullet Express cuts and chops like a food processors and mixes and blendes like big stand mixer. Just throw your ingredients and to whole pieces of turkey breast into the Bullet Express to grain and combine everything together down to the perfect consistency delicious low-fat Rosemary Turkey Meatloaf, oven is ready in just 45 seconds! **(data A.4)**

The Bullet Express is also your personal 35 seconds dough machine. Watches and mixes all the ingredients for bread dough, pizza dough, and even pie dough perfect every time. **(data A.5)**

Ad 2 Cooking with the All New Xpress Redy Set Go

We don't have time in our busy life to wait for food. So, we fall into the fast food rush or by car field snack. Well, millions discovers the secret that fast food can be quick and healthy for breakfasts, lunches, dinners, even dessert. All thanks to the original Xpress if 101. What would you say if you could do even more like enjoying fresh pie and hot personal pizza, fancy gourmet for two as well as fleaky personal pie all under 10 minutes! Now you can! **(data B.1)**

Thanks to the all new Xpress Redi Set Go. Imagine! For course meal, you can make Pork Tenderloin with sweet potatoes in 8 minutes, Grilled Panini in just 5 minutes or up quick-and-easy Beef burrito with Spanish rice in 5 minutes. All made with the

ingredients that you select for your family. This is possible, thanks to the New Design Advances, giving you 25% more cooking areas than before. New insertable cooking pans that expand your cooking possibility and a new controlled cooking chamber with an advanced non-stick surface, the food is feasibly cooked from the bottom and the top in a close environment. **(data B.2)**

So you do not need a large space like a conventional oven. In fact, the Express cooks up to twice as fast as conventional oven cooking times and saves up to 70% in oven energy costs. Powerful enough to shred meat yet gentle enough to bake a crispy crust. **(data B.3)**

You are able to fry, bake and grill with just one of the pans. Ready to save time and money or set to reduce calories and let's go! **(data B.4)**

Ad 3 Jack Lalannes Power Juicer

Are you tired? Overweight? And lacking energy? Do you wish you can look and feel young again? You can! By lucky the power of natural juice with Jack Lalannes power juicer, for increasing energy vitality and lifelong fitness. The secret is just amazing commercial quality power juicer, fast, healthy, fresh quick juice in just seconds! It has a high output motor surgical steel blade provides maximum performance and the patterned extraction technique delivers up to 30% more juice than stubborn juicer. We juice better than other juicer. **(data C.1)**

Slicing, chopping, and feeding the small sweet and look at the little juice you get. In just second, we juice the same of another fruit Jack Lalannes Power Juicer. You can drop in the whole fruits and the whole vegetables with no chopping or slicing. So, you were done it in half time. And look! Up to 30% more juice! With other juicer, the valuable juices are wasted in the pulp. You can even squeeze out more juice. What a waste! But with Jack Power Juicer the pulp is dried. No waste! Just look at the difference! Best of all, the durable Power Juicer is whisper quite. **(data C.2)**

Store bottle juicer can not sit for months under the shelf and be loaded with sugar and preservative. But with Jack Lalannes Power Juicer, you always know it fresh and fresh means more vitamins and more nutrients. **(data C.3)**

And now, Jack Lalannes share their varying on time testing juicer recipes for increase energy and vitality. You are free if you call know!

But it just gets better the power juicer supersize pulp catcher access of food processor. That is two machines in one. Use the natural fiber and nutrients from juicing to make saucer, blushes sukian, Korean cakes and hottest saucer and so much more. **(data C.4)**

Ad 4 Turbo Cooker

The following is a paid advertisement for the Turbo Cooker and Chef Randal's Steam Frying System brought to you by GT Merchandise and licensing corp. **(data D.1)**

Cooking for the family is a lot of work. It usually involves a lot of oil. So, it may not be the healthiest. And you are left with the big messy to clean up. But this all about the change! Thanks to a new, healthier, easier way to cook. Cook entire meals for 4 or more in one convenient pan. Fry, roast, and bake with little or no oil. Cook frozen food without waiting for them to roast. Cook drive hottest immediately without

waiting for the hot water to boil. And save money by replacing an entire cookware set with one self-contained cooking system. **(data D.2)**

The innovation responsible for this great result is becoming the latest cooking sensation. The Turbo Cooker developed over several years. The secret behind The Turbo Cooker is Chef Randal's Steam Frying System.

Imagine! How make chilly with cornbread in minutes, pasta primavera with vegetables in half of times and a complete some for dinner with potatoes and vegetables for boil in half in the normal time. It's not only possible. It's now available! for the first time to the general public and an affordable price. **(data D.3)**

CERTIFICATE OF THESIS AUTHORSHIP

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