PERSUASIVE STRATEGIES ON INDONESIAN SKINCARE ADVERTISEMENTS

THESIS

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PERSUASIVE STRATEGIES ON INDONESIAN SKINCARE ADVERTISEMENTS

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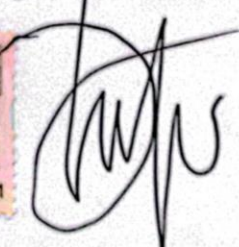
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Malang, 8 December 2021

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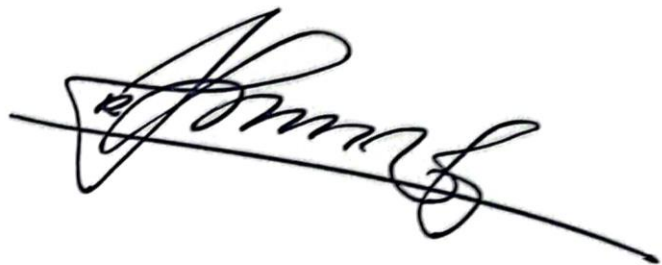
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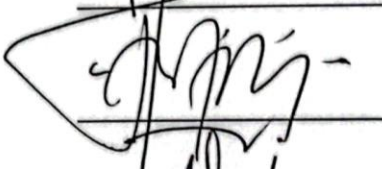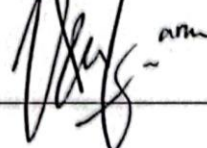NIP 198112052011011007

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MOTTO

"It may be impossible to be the perfect one but it is still possible

to do the best I can."

DEDICATION

I proudly dedicate this thesis especially to myself, who has struggled to defeat herself so that this thesis can be done. This thesis is also dedicated to my beloved family; my father, Ali Musyafak, my mother, Ismatus Sa'adah, and my sister, Lulyana Mahirotul Aisyah.

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I personally admit that this thesis is far from perfection and still needs some suggestions and comments. Therefore, suggestions and comments are really needed from the readers. Hopefully, this thesis will give some benefits or contributions to some fields and the further research.

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Malang, 8 December 2021
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ABSTRACT

Fauziah, Fais. (2021). *Persuasive Strategies on Indonesian Skincare Advertisements.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Vita Nur Santi, M.Pd.

Keywords: *Persuasive strategies, Advertisement, Product description, Skincare*

Advertisement is a message which is designed to persuade consumers to buy goods or services. Product advertising cannot be separated from the role of language as the intermediary between advertisers and consumers. In the context of advertising, the conveyed information contains persuasive language. Therefore this research aimed to investigate the persuasive strategies used in Indonesian skincare advertisements as this rapid growth of market in Indonesia. The object of this research was the product description text taken from seven local skincare brands. The data were taken based on the best-selling category. The researcher chose two best-selling products from each brand taken from their official websites. The data were analyzed descriptively based on Keraf's (2004) theory of persuasive strategy. Furthermore, the researchers found four types from seven types of persuasive strategies that the advertisers use to persuade their readers to buy their products. The four strategies were rationalization, identification, suggestion, and conformity. Rationalization was the most frequently used technique. Meanwhile, the researcher found no use of projection, compensation, or displacement in the descriptions of the fourteen skincare products.

ABSTRAK

Fauziah, Fais. (2021). *Strategi Persuasif pada Iklan Skincare Indonesia.* Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing Vita Nur Santi, M.Pd.

Kata Kunci: *Strategi Persuasif, Iklan, Deskripsi produk, Skincare*

Iklan adalah pesan yang dirancang untuk membujuk konsumen untuk membeli barang atau jasa. Iklan produk tidak bisa lepas dari peran bahasa sebagai perantara antara pengiklan dan konsumen. Dalam konteks periklanan, informasi yang disampaikan mengandung bahasa persuasif. Oleh karena itu, penelitian ini meneliti tentang strategi persuasif yang digunakan dalam iklan skincare yang berasal dari Indonesia. Objek penelitiannya adalah teks deskripsi produk yang diambil dari tujuh merk skincare lokal. Data produk diambil berdasarkan tingkat penjualannya. Peneliti memilih dua produk terlaris dari setiap merk yang diambil dari masing-masing website resminya. Data dianalisis secara deskriptif berdasarkan teori Keraf (2004) tentang teknik persuasi. Peneliti menemukan empat dari tujuh jenis strategi persuasif yang digunakan pengiklan untuk membujuk pembacanya supaya membeli produknya. Keempat strategi tersebut adalah rasionalisasi, sebagai teknik yang paling sering digunakan, identifikasi, sugesti, dan konformitas. Sementara itu, peneliti tidak menemukan penggunaan proyeksi, kompensasi, atau perpindahan di dalam deskripsi empat belas produk skincare.

مستخلص البحث

فايس فوزية ، ٢٠٢١. استراتيجيات مقنعة لإعلانات العناية بالبشرة الإندونيسية. أطروحة جامعية. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، مولانا مالك إبراهيم الدولة الإسلامية جامعة مالانج

المشرفة: فيتا نور سانتي

الكلمات المفتاحية: إستراتيجية مقنعة ، إعلان ، وصف المنتج ، العناية بالبشرة

تبحث هذه الدراسة في الاستراتيجيات المقنعة المستخدمة في إعلانات العناية بالبشرة الصادرة من إندونيسيا. هدف البحث هو نص وصف المنتج مأخوذ من سبع ماركات محلية للعناية بالبشرة. يتم أخذ بيانات المنتج بناءً على مستوى المبيعات. اختار الباحثون المنتجين الأكثر مبيعًا من كل علامة تجارية مأخوذين من مواقع الويب الرسمية الخاصة بهم. تم تحليل البيانات وصفيًا بناءً على نظرية كراف (٢٠٠٤) في تقنيات الإقناع. وجد الباحث أربعة من أصل سبعة أنواع من الاستراتيجيات المقنعة التي يستخدمها المعلنون لإقناع قرائهم بشراء منتجاتهم. الاستراتيجيات الأربع هي الترشيد ، باعتبارها التقنية الأكثر استخدامًا ، والتعريف ، والاقتراح ، والتوافق. وفي الوقت نفسه ، لم يجد الباحثون استخدام الإسقاط أو التعويض أو الإزاحة في أوصاف منتجات العناية بالبشرة الأربعة عشر

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CHAPTER I
INTRODUCTION

This chapter deals with the background of the study, research questions, objectives of the study, significance of the study, scope and limitation, research method and definition of key terms.

A. Background of the Study

Advertising is only a small part of a business component, but its presence has a significant role. Advertisements can be equated as the main door for consumers to know the products we are going to promote. The goal of every business is absolutely to sell goods and services rapidly so that they end up with the maximum profit. To get a maximum profit, a businessman has to be able to acquaint and convince consumers to buy their products or services through advertisements. Ad is a message designed to persuade consumers to buy goods or services.

Product advertising cannot be separated from the role of language as the intermediary between advertisers and consumers. Ducrot and Todorov (1993) stated that humans use language to convey certain information through various expressions in certain situation and condition. In the context of advertising, the information conveyed contains persuasive language. In writing persuasive sentences, it takes competece to compose good sentences and enticing language style because persuasion is a skillful process of using logical, effective, credible, and ethical thinking to influence and motivate others to respond according to what

you want (Ross, 1994, p 82). Afterwards good persuasive communication has the potential to attract customers and develop brand awareness and loyalty (Close & Ham, 2016).

The language used in advertisements is expected to attract consumers' attention towards products. Ads are deliberately made with various attractive styles without compromising the accuracy and superiority of the product. Ads tend to be persuasive, which aims to encourage people to use the offered products through the language styles conveyed in the advertisements. An advertisement was created to influence people's mindset and behavior in responding to delivered message. The appeal of an advertisement is built to set the audience memory of certain images that are formed from the use of language styles in an advertisement. Thereby consumers are interested in the products or services offered (Keraf, 2004). Advertising's effectiveness is determined by two factors: the commercial message's reach and the message's characteristics, such as the ability to provide new information, useful advice to individuals, the ability to generate curiosity about the brand or product, and the ability to generate enjoyment (Bronner and Neijens, 2006).

Persuasive techniques in advertising are somewhat different from persuasive techniques in speech, sermons, or essays because of their spatial limitations. Persuasive technique in advertising is manifested in a concise, straightforward yet light style, unlike speeches and essays, which are longer and systemized though having the same purpose, to persuade their reader (Bruthiaux,

2000). However, advertisements are expected to persuade the reader just as in speeches, sermons and essays.

According to the expert's explication before, it can be concluded that language are used by speakers to communicate with addressee in certain situations. In advertising, the language style becomes a tool to promote products, goods or service and convince customers to pick them. In this promotion, an attractive and unique series of words will convey the messages then entice and convince customers that the promoted products are good and qualified. As what Keraf (2004) has stated that persuasion strategy can be stated as an art of communication, which aims to persuade people to believe or do something designed by the speaker.

Various kinds of ads emerged in mass media, including the internet, social media and other platform ranging from electronic goods, daily needs, fashion, food and skincare. In this study, the researcher focuses on investigating the persuasive strategy used by skincare advertisements. The researcher picked skincare ads as the object of research because this industry is growing rapidly in the global market. It is estimated that this industry will reach a value of US $ 429 billion in 2022. Likewise, in Indonesia, in 2015-2020, the beauty product industry has increased by an average of 10% to reach a value of US $ 6.03 billion in 2020. Even in the midst of an economic downturn due to the current pandemic, the cosmetics business has been able to contribute significantly to foreign exchange, reaching an export value of over US $ 317 million or Rp 4.44 trillion. This manufacturing group has increased its contribution to the country's foreign

persuasive strategy on Instagram post using Grey's theory of lexical fetures andexchange by 15.2% compared to the previous year (Sandy, 2020) Thus, it is revealed that this business contributes to the growth of the Indonesian economy and cannot be separated from a creative and strong marketing advertisement.

Product descriptions can be categorized as advertisements because it invites readers to buy the product. Product description is an explanation of the features and benefits of a product to customers at the same time persuading them to purchase the product. The purpose of the product description is to provide information about the product as well as to invite consumers to use the product. A well-written product description will have a greater chance of attracting new customers (Firmansyah, 2018).

Fifteen favorite local brands were found during February 2021 by technology company that focuses on business intelligence tools, Compass. The fifteen brands are MS Glow, Scarlett Whitening, Somethinc, Avoskin, WhiteLab, Bio Beauty Lab, Emina, Elshe Skin, N'Pure, Forskin'ssake, Sensatia Botanicals, Luxcrime, Joylab, Lacoco and Everwhite. The data are taken from those best-selling products' description in their official website which written in English. Only 7 of them were written in English. thoose are Somethic, Avoskin, Whitelab, N'Pure, forskinssake, Sensatia Botanicals, and Joylab.

The purpose of this research is to determine persuasive strategy in advertising using Gorys Keraf theory, including rationalization, identification, suggestions, suitability, compensation, displacement and projection. The reason why the researcher uses Keraf's (2004) theory than other theories of persuasion is

because it has more detailed description in analyzing persuasive text. Keraf's theory provides comprehensive description to analyze persuasive text. Therefore Keraf's theory is applied in the product descriptions of 7 Indonesian brands which are Somethic, Avoskin, Whitelab, N'Pure, forskinssake, Sensatia Botanicals, and Joylab.

Persuasive strategy has been investigated previously as in Laladevi (2019) which analyze pers Keraf's theory of persusion. The research focused on investigating the relation between lexical features and persuasive strategy used on Sukkhacitta post on Instagram. The researcher analyzed the data descriptively using Grey's theory on lexical features and Keraf's theory on persuasion. The researcher found that there are five out of seven types of persuasive strategy which were suggestion, identification, rationalization, conformity, and projection. Meanwhile the lexical features found on the findings are eight out of ten types of persuasive strategies. They are familiar language, hyperbole, simple vocabulary, potency, glamorization, repetition, euphemism, and weasel word.

The researcher has something different and new in analyzing persuasive strategy used in advertising. Several gaps differ this research from the previous studies. The previous study used 2 theories which are Grey's theory on language feature and Keraf's theory on persuasion. Meanwhile, this research only uses one theory that is Keraf's (2004) theory on persuasive strategy. The purpose of using only one theory is to make the discussion deeper and more comprehensive. Another thing that distinguishes this research from previous research is the data analyzed. The data of Laladevi (2019) are taken from a clothing brand which sells

sustainable handcraft of Batik on Instagram. While the data of this research are taken from product descriptions of several favorite brand nominations based on the Compass agency on the official website of each brand.

B. Research Questions

Based on the background of the study, the researcher will answer the following questions:

1. What are the types of persuasive strategies used on Indonesian skincare advertisements?

2. How are the functions of persuasive strategies on Indonesian skincare advertisements?

C. Objectives of the Study

According to the research questions, this research is aimed to achieve the following objectives:

1. To find out the persuasive strategies used on Indonesian skincare advertisements.

2. To describe the functions of persuasive strategy on Indonesian skincare advertisements.

D. Significance of the Study

This research is to give theoretical and practical contributions. The outcome of this research contributes theoretically to Persuasion strategy, particularly to Keraf's theory. This study can be the sample of the implementation of persuasion strategy in several skincare ads. Practically, this research can give

the readers and the next researchers informations and references on persuasive strategy Furthermore, it can increase their communication skills, especially in persuading others.

E. Scope and Limitation

This research focuses on finding out the types of persuasive strategies used by some of the most favorite skincare products in Indonesia. The data were taken from the results of a Compass survey of several local Indonesian brands and it was found that there were seven brands that become the objects of the research. The researcher limited on two product description texts for each brand based on the best-selling product which are; Somethic, Avoskin, Whitelab, N'Pure, forskinssake, Sensatia Botanicals, and Joylab.

F. Definition of Key Terms

In preventing misleading and misinterpretation related to the basic concept of this research, the researcher explains some definitions of key terms used in this research:

1. **Persuasive strategy** is such device or trick used in the advertisement to entice the consumers' attention and persuade them to purchase their products. In other context, persuasion technique is a way of communication that leads into people perceptions toward something.

2. **Advertisements** or abbreviated into *ad* are a publicized text through media communication to persuade or convince the audiences towards some products.

3. **Product description** is an explanation of the features and benefits of a product.

4. **Skincare** is beauty products to take care of skin health.

G. Previous Studies

Laladevi (2019) investigates the relation between lexical features and persuasive strategy on Instagram's caption of Sukkhacitta. The data are analyzed using Grey's (2008) theory of lexical features and Keraf's (2004) theory of persuasion. The researcher analyzed the data descriptively using Grey's (2008) theory on lexical features and Keraf's (2004) theory on persuasion. The researcher found that there are five out of seven types of persuasive strategy which were suggestion, identification, rationalization, conformity, and projection. Meanwhile, the lexical features found on the findings are eight out of ten types of persuasive strategies. They are familiar language, hyperbole, simple vocabulary, potency, glamorization, repetition, euphemism, and weasel word.

Another study on persuasion is in tourism brochures comparing the offense of Grice Maxims of Malaysian and Iraqi tourism brochures (Sattar, 2018). This study examines the persuasion technique based on Grice Maxim theory (1975) on tourism brochures from Malaysia and Iraq. Sattar found that violation of Grice Maxims is a basic pragmatic strategy in advertisement to do persuasion. It is found in both brochures.

Lulu and Alkaff (2019) on their journal article entitle 'A Cross-Cultural Study of Persuasive Strategies in Relationship Advice: Articles in Women's Magazines' analyze the linguistic constructions of articles in women's magazines on cross-culture perspective. The theory used is Aristotle's theory on language style. Using cross-culture point of view, this study revealed that the writers of

articles are seen in a 'Balancing act' as the positioned themselves as experts and a friend as well to the reader (Lulu & Alkaff, 2019).

The study on persuasive strategies by Torto (2020) examined persuasive elements in the English used in ads on Ghanaian newspapers using Aristotle's Rhetorical Theory. The study demonstrated that logos, pathos and ethos in the articles are used. Aristotle's theory considered to be an old-fashioned theory because he was the founding father of rhetoric strategy in language.

The study on persuasive advertising strategies by Rizka (2016) entitled "Persuasive Strategies Used in Nike Advertisement". Analyzed the persuasive techniques used in shoes advertisements using Keraf's (2004) theory. She examined the ads of Nike limited to categorizing the text into appropriate kind proposed by Keraf. Similar research was also conducted by Shabrina (2016) which focused on analyzing the persuasive strategies used in Hillary Clinton's campaign speech using and Keraf's Aristotle's theory. She did not mention the reason why two theories are compared. The gap of this research from previous research is how the persuasive strategies used by products from two countries which certainly have different cultural backgrounds are mapped. The researcher proposes to describe the persuasive style of the two countries. Then hopefully it can describe how the persuasive rhetorical strategy affects products' sales value, so that it can be implemented significantly in the future.

H.   Research Method

This section discusses about the method that the researcher used in analyzing the data of this research. It consists of research design, research instrument, data and data source, data collection, and data analysis.

1.   Research Design

In line with the objectives of this study in investigating the persuasive strategy used by the most favorite skincare products, the researcher picks descriptive qualitative method in exploring the data. This method is used in this study because the data are taken from words and sentences from several advertisements of selected products. Nassaji (2015) argues that the purpose of descriptive design is to describe the phenomenon along with its characteristics within a natural setting without any intervention and manipulation of data. By doing a descriptive qualitative study, the researcher can understand the existing phenomena of social life through the data taken. The researcher focuses on analyzing the phenomena of persuasiveness, which existed in advertisements of skincare products as the data.

In this research, the researcher conducts a case study research design. This approach was particularly relevant in this study to generate an in-depth understanding of the current issues in real-life context (Rashid, 2019). In a qualitative study, the case study approach is commonly used because this approach is typically undertaken to learn about a unique phenomenon. The case study also involves investigating multiple cases simultaneously in an attempt to provide a broader understanding of a particular issue (Crowe, 2011). In this

research, the study case is used to explain and explore the unique strategy of persuasion in the advertisement of 7 most favorite products of skincare originated from Indonesia. Therefore, this study is expected to generate the pattern of the persuasive strategy used by Indonesian advertising.

2. Research Instrument

This research places the researcher as the primary instrument of the study. It is because the researcher herself, who searched for the related data to persuasion strategy in advertisements, analyzed the data taken, interpreted the data and concluded the outcome to answer the research questions. Meleong (2013) has stated that if the researcher takes the responsibility of every steps in this research such as planning, collecting, analyzing, interpreting and concluding the data, the researcher is the main instrument on the study.

3. Data Sources

The sources of this research are the written ads and the data are in form of sentences by several skincare brands on their official website. The skincare products picked in this research are 7 Indonesian brands which are Somethic, Avoskin, Whitelab, N'Pure, Forskinssake, Sensatia Botanicals, and Joylab. The eight brands picked as the source are nominated as the most favorite Skincare brand in February 2021 by Compass. The researcher takes 2 best-selling products in each brand to be analyzed in consideration of the presence of English text. The data are taken from the accessible websites as follows www.somethinc.com,

www.avoskinbeauty.com, www.whitelab.co.id, www.npureofficial.id, www.forskinssake.com. www.sensatia.com, and www.joylabbeauty.com.

4. Data Collection

In collecting the data, the researcher did some steps. The first step is the researcher collected the data from the texts of the written advertisements in several products on their website. The ads were picked from the selected products belonging to the best-selling products category which are Somethic, Avoskin, Whitelab, N'Pure, forskinssake, Sensatia Botanicals, and Joylab. The data were taken from 2 product descriptions in each brand. After that, the researcher identified the sentences which show pesuasive strategies based on Keraf's (2004) theory.

5. Data Analysis

The researcher did some steps in analyzing the data. The selected data were classified into types of persuasive strategy based on Keraf's (2004) theory. Then the researcher analyzed how the advertisement texts represent the persuasive strategy towards the lexical feature used based on Keraf's (2004) theory. Lastly, the researcher drew conclusions.

CHAPTER II
REVIEW OF RELATED LITERATURE

In this chapter, some theories and reliable sources used in finishing the research are presented as the supporting materials to help the researcher to answer the research questions. Therefore, the researcher only focuses on analyzing the persuasive techniques using Keraf's (2004) theory to map the style of persuasive languages Indonesian speakers.

A. Advertisement

This part elaborates an advertisement in specific, particularly on what advertisement is, how advertisement functions and several types of advertisement.

1. Definition of Advertisemt

The word advertising is derived from Latin word "*advertere*" which means to turn the mind of towards. According to Stanton as cited in Brewster (2001), advertising consists of all the activities concerning in presenting a non-personal message to the audiences, identified as sponsor, and paid information of products or organizations. Advertising is a method of disseminating information about a business into potential customers. It usually contains information about the advertising firm, its product qualities, and the location where the products are available. There are two forms of ads, which are spoken ads and written ads. The spoken ad is able in a form of commercialized video, live broadcast or TV advertisement. Whereas written ad can be in form of brochures, magazines advertising, pamphlet, online brochures and many more.

2. Function of Advertisement

Advertising's primary goal is to sell something, whether it's a commodity, a service, or an idea. Advertising is utilized by modern corporate business enterprises for various goals. According to Brewster (2001), there are three kinds of advertising functions. The primary function is to raise consumer awareness and distinguish the advertised products from the other similar product. The ad depicts that their products is the best one among others. The second goal of advertising is to improve the company's goodwill by promising higher-quality products and services. And the last purpose is to expand into a new market or entice a new segment of society.

3. Types of Advertisement

Brewster (2001) classifies advertising based on different basic criteria. The classification is based on three factors which are area coverage, audience and media. The classification based on the area coverage is categorized into four categories which are local ad, regional ad, national ad and multinational or international ad. Each category has different treatment and strategy to reach their consumers.

The next classification is based on the basis of audience. It is based on to whom advertising is directed, whether to individual consumers, industrial consumers, trade consumers, or professional consumers. The ad directed to the ultimate individual consumers, they buy and use the products or service such as daily needs items for themselves. While industrial consumers-oriented advertising targets their consumers from manufacturers or distributors of industrial goods.

The distributed goods are such as machinery, equipment, spare part and other products directed at industrial users. The next target market is trade consumer, in which the advertising persuade the wholesalers and dealers (retailers) to stock up their goods then distributing them to the first hand consumers. The last is professional-oriented advertising in which the consumers are from professional profession such as doctors or engineers. The advertising is done through professional journal.

The third classification is based on the media used to deliver the advertisement. Advertising may be classified into four categories; printed ad, electronic ad, outdoor ad and broadcast ad. The medium varies from printed media; newspapers, handbills, or electronic media; television, internet, or outdoor media such as posters, neon signs to broadcast media such as direct mail and short message.

B. Stylistics

Aslam et al. (2014) defines stylistics as an applied linguistic discipline, which is mainly involved in evaluating the text style. Stylistics analyzes the text by examining comprehensively the detail of linguistic organization of a text. Furthermore, stylistics also describes the aim of text and it its effect toward the readers. This approach is used to sort the data into smaller piece such as words, phrases or sentences then identify them to some features according to the theoretical basis. In this case of study Keraf's (2004) theory of persuasion techniques is being the theoretical basis.

C. Persuasion

Persuasion is a part of verbal art in which the writer or speaker attempts to persuade the reader or listener to do what the speaker wishes for. Therefore, some planned efforts should be made to persuade individuals to make a decision in accordance with the speaker or writer's goal. The prevalent forms of persuasion are propaganda, advertisements, brochures, campaigns, speech and sermons. This discussion focuses on persuasion in advertising. The advertisers hopes to cause a favorable perception that leads a favorable action as well. This whole process cannot be separated from the use of language in constructing a persuasion.

D. The Basic of Persuasion

Aristoteles argues three conditions that should be done in persuasion as citer from Keraf's book. The first condition is the speaker's credibility and character. If the speaker has been known as professional, then persuading audiences will be easier. The second, the speaker's ability to control the emotion of audience is needed in persuasion. This ability is at once be the distinguishing aspect that differs persuasion from argumentation. The third, evidences and facts needed to prove a truth. These are the basics needed in persuasion. If one of the conditions is not fulfilled, then the agreement will be harder to reach.

E. Persuasive Techniques

Persuasion is a way for persuading others. It should employ some strategies in order to acquire the mean of persuasion. Keraf's (2004) theory of persuasive strategies is used to analyze the data in this study. The reason why the researcher

choose this theory instead of other theory of persuasion as proposed by Kleppner is because Keraf's theory has covered Kleppner's theory of persuasive strategy.

In Kleppner (1986), persuasion is divided into three class based on the marketing situations which are pioneering stage, competitive stage and retentive stage. Classification is done based on when the advertised product was released. Whether the ads served are intended to introduce a new product, or to be a comparison of other products, or even to maintain the existence of the product. meanwhile Keraf proposed classifications of persuasive strategy into seven ways, which are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

1. Rationalization

Rationalization is a process of using logical reasoning to provide a basis justification for an attitude, belief, decision or action taken. The truth in persuasion is not an entirely absolute truth, but the truth that serves to lay the foundations so that an action that is determined or taken can be justified trough logical reason. Therefore, it is better for the writer or speaker to understand what exactly the need of the audiences, as well as their attitudes and beliefs.

In advertising, persuasive rationalization technique tries to invite reader or consumer by giving a logic rationale such as the content, ingredients, benefits, and significant results that will be obtained after using an advertised product. Consumers will be interested in products that suit their needs supported by the of the ingredients and benefits as well as the maximum results that will be obtained.

2. Identification

Identification is to identify the author to create the same general rationale. To create the same general rationale, the author should be able to recognize the circumstances. In order to get the same general basis, in each article we need to ask the question: to whom is this article given? By trying to answer the question correctly, the writer will more easily identify himself with the characteristics, level of knowledge, and abilities of his readers.

In this advertising context, the circumstance that should be identified is the customers who are being the target of persuasion. It is better for the advertisers to recognize the level, rate or degree of their target customers whether their customers are children, teenager, or adult, male or female, their purchase range price, their profession and so forth. After being able to identify the background of the consumer, the advertisers can adjust the ad text that represents the product so that it can meet the needs of targeted consumers, according to their beliefs, age range, gender and many more.

3. Suggestion

Suggestion, according to Keraf (2004), is an attempt to invite, persuade or influence others to accept a certain belief or position without providing a logical basis for belief to the target of persuasion. In everyday life, suggestions are usually supported by the use of tone of voice, gestures, and facial expressions. Suggestions are usually displayed with a series of interesting and convincing words and are usually marked by the use of personification and hyperbole to get the readers' trust.

Keraf (2004) stated that the possibility of a person being suggested has developed from an early age. A person's suggestibility develops from the age of 4 years and reaches its peak at the age of 7 or 8 years. Children at this age perceive their parents as the most knowledgeable and most powerful figures. Therefore, suggestions from parents will have more influence on children aged 4 to 7 years. However, as children get older, their interactions and knowledge increase. There will come a time when children find a figure that exceeds their parents, for example a teacher. The teacher can be a person who able to answer their entire question. Then the suggestion of parents will decrease as the child's knowledge increases. This process continues until the children be a person who finds his own way of thinking as an idea or basis for action.

4. Conformity

Conformity, according to Keraf (2004), is a mental mechanism to adjust or match oneself with something he wants. Conformity is also an urge or action that a person has to change himself to be the same as the reader so that the reader can understand him because his position is equal to the individual who is convinced. It seems that this technique is similar to the identification technique. The difference is in the portion concerning the author in the text. if in identification the writer tries to have the same rationale as the audience, in conformity the writer tries to convince the audience that his actions, decisions and behavior are as an audience being.

In persuasion, the person doing the persuasion uses this technique to adjust himself to the person being persuaded. The example is when a political figure who

has willing to live as a fisherman, or as a farmer, or as a laborer. when people eat corn, then he is also willing to eat corn, and stated that it is not new to him. his propagandist supporters later stated that the political figure was born and raised in the midst of the people. Then the people will believe that if the candidate for leader comes from the people, then he will be able to understand what the people want and prosper the people.

5. Compensation

Compensation is an action or a result of an effort to find a replacement (substitute) for something that is not acceptable, or an attitude or condition that cannot be maintained (Keraf, 2004). Some advertisers use this technique to seek compensation for what makes their product value decrease. Such as advertisements for food products that are less durable, will favor their products that are free of chemical preservatives.

When a man feels unable to attract the woman he admires with his looks, he will focus on his studies, on his intelligence to get her attention. there he will work desperately in order to show an extraordinary achievement, so that he can get praise or appreciation in exchange for a frustrated appearance. This incident can be analogous to the technique of compensation in persuasion.

6. Projection

Projection is a technique to make something that was previously a subject into an object. In his book, Keraf makes an analogy that projection techniques correlate to such as conflicts between countries. Country A made accusations that

Country B had started a conflict solely to avoid internal conflicts. That way, public attention will be projected outward. Then solidarity between citizens will be formed so that gradually internal conflicts will be resolved.

7. Displacement

Displacement is a procedure of moving a goal or something that is faced with an obstacle in various ways. In short, displacement is an attempt to detach the brain from feeling and shift it to a new object. In persuasion, the speaker or writer tries to convince the audience or reader to divert a certain object or goal to another goal.

In sum, Keraf proposed classifications of persuasive strategy into seven ways, which are rationalization, identification, suggestion, conformity, compensation, projection, and displacement. Rationalization strategy is marked by the use of logical reasoning while identification strategy is determined by the attempt to create the same general rationale. Suggestion strategy is close to an attempt to persuade or influence the readers marked by the use of personification and hyperbole. While conformity strategy is quite similar to identification strategy but conformity places the writer in the equal position with the reader in order to convince the audience that his actions, decisions and behavior are as an audience being. Furthermore there are strategies that rarely appear in advertising which are compensation, projection and displacement strategy. Compensation is a result of an effort to find a replacement for something that is not acceptable while projection is a technique to make something that was previously a subject into an object. The last strategy is displacement which is an attempt to detach the brain

from feeling and shift it to a new object by trying to convince the reader to divert

a certain object or goal to another goal. The researcher intends to find these

strategies from the chosen advertisements.

CHAPTER III
FINDING AND DISCUSSION

This chapter discusses the analysis of the data based on Keraf's (2004) theory of persuasive strategy. This chapter is divided into two parts, finding and discussion. The finding section presents the data analyzed based on theory used. The researcher analyzed data in the form of product descriptions based on Keraf's theory in each sentence or phrase in it. The data are taken from 14 products from 7 brands, and then they are grouped by each product. The numbering of data is adjusted to the origin of the product and sentences containing persuasion, for example A1 is the first data that comes from product A, A2 is the second data that also comes from product A, B1 is the first data that comes from the next product, B and so forth. Furthermore, the discussion section sums up the data analysis and discusses the finding which then generating the conclusions of the study.

A. Finding

This section presents the data collected from the data source which are advertisements of Indonesian skincare products based on Keraf's (2004) theory of persuasive strategy. The analysis of the study is based on the research question in Chapter I. The data are taken from product's description in each official website. The researcher chose the products which belong to best-selling product from the sorted text of product descriptions.

The researcher tags the sentence or phrase which relate to persuasion with codes. Then the coded data are classified into types in table classification. The

types are rationalization, identification, suggestion, conformity, compensation, projection and displacement.

In this research, 71 data from 14 products are found in the form of sentence and phrases. Each brand has a different number of related texts, ranging from 3 to 9 depending on the length of the product description. From the data taken, the researcher found four types of persuasion which are rationalization, identification, suggestion, and conformity. Suggestion became the most frequently used type of persuasion.
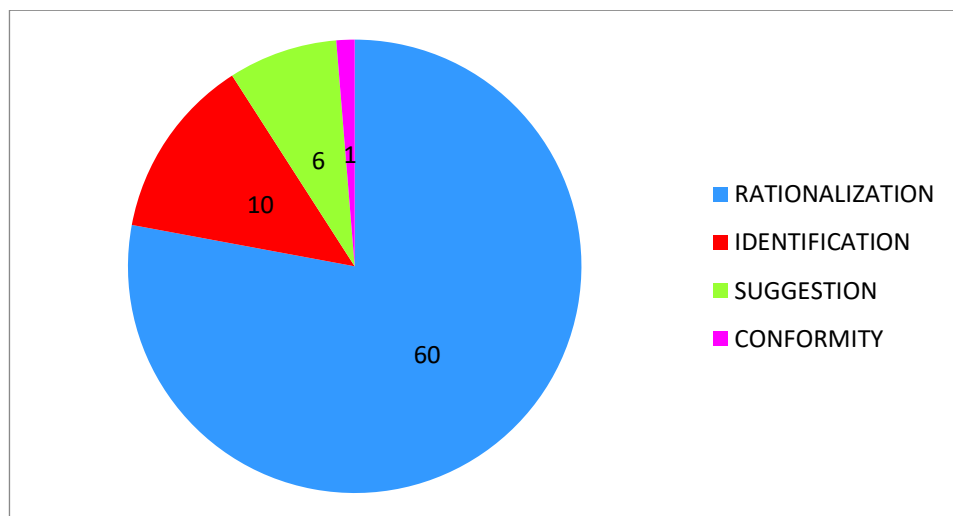
Figure 1. Types of persuasive strategies

a. Rationalization

Rationalization is one type of persuasion that convinces the reader to use logical reasoning. In advertising, efforts to provide logical reasons can be done by listing the ingredients, its benefits, and its significant results. The researcher found 60 data using rationalization strategy on 14 product descriptions.

DETAILS

Introducing our new Niacinamide member: 5% Niacinamide (Pharmaceutical grade) + Sabi Beet Brightening Serum.
Helps you to achieve a maximum level of crystal bright skin, Improve your skin texture, Strengthen Skin Barrier, Disguise Dark Spots &
Hyperpigmentation on the skin, Moisturize, Restores suppleness, Reduces Redness, Acne-Fighting, & Minimizes the appearance of
dry/damaged skin. Get your #BrightBeautifully skin in 4 weeks!

In datum **A1** *"Introducing our **new** Niacinamide member: 5% Niacinamide (Pharmaceutical grade) + Sabi Beet **Brightening** Serum"(A1) t*he advertisers use rationalization strategy as the way to persuade the reader. They use word "*brightening"* to indicate the use of this serum. They also use the adjective *"new"* to indicate that this product didn't exist before. They also try to convince their readers by providing logical reasoning in the form of listing the active ingredients used, even along with the percentage of the ingredients. Thus, the reader will be more logically convinced of the benefits of the product.

The next datum **A2** *"Helps you to achieve a maximum level of **crystal bright** skin, **Improve** your skin texture, **Strengthen** Skin Barrier, **Disguise** Dark Spots & Hyperpigmentation on the skin, **Moisturize**, Restores suppleness, Reduces Redness, Acne-Fighting, & Minimizes the appearance of dry/damaged skin." (A2)* The advertisers use rationalization by mentioning how this serum works on the skin. It is characterized by the use of several verbs such as *"improve, disguise, and moisturize"*. The verb indicates the usefulness of this serum through how it works. The word *"improve"* indicates that this product can repair damaged skin.

25

Then the word *"disguise"* is used to show one of the ways this serum works, which is to conceal blemishes, acne scars or something else. The next word *"moisturize"* is the most closely related to skincare, which indicates that this product makes the skin moist.

The advertisers also use adjective *"bright"* in their rationalization to show what the results will be like after using their serum. The word "*bright"* is modified by "*crystal"* which emphasizes the word *bright*. They symbolize the brightness of the skin that will be obtained will be like crystal.

The researcher found the same pattern of rationalization applied by the advertisers in product B.
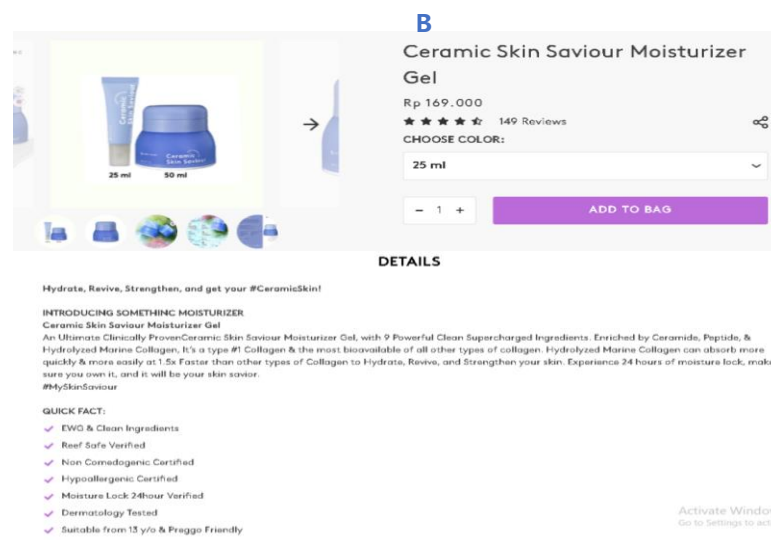
*" An **Ultimate Clinically** Proven Ceramic Skin Saviour Moisturizer Gel, with 9 **Powerful Clean Supercharged** Ingredients." (B2)*

Here the advertisers rationalized the quality of their products by stating *"ultimate clinically proven"*. The word *clinically* proven indicates that this product has been clinically tested because the word clinically is an adverb that

shows a way that relates to the observation and treatment of actual patients rather than theoretical or laboratory studies. The statement *"clinically proven"* is then intensified with the word *ultimate*. The word ultimate here refers to the best imaginable achievement of its kind.

Then the advertisers strengthened their statement by mentioning that this moisturizer is equipped by "*9 **powerful clean supercharged** ingredients" (B2)*. The words *powerful* and *supercharged* here reaffirm his statement about the quality of the product. The word *powerful* indicates that this product is effective and the word *supercharged* which means extremely fast indicates that the results obtained if using this moisturizer will be seen as soon as possible.

The nine additional ingredients are mentioned in the next sentence. "***Enriched** by Ceramide, Peptide, & Hydrolyzed Marine Collagen, It's a type #1 Collagen & the most **bioavailable** of all other types of collagen" (B3)* and "*Hydrolyzed Marine Collagen can absorb more **quickly** & more **easily** at 1.5x **Faster** than other types of Collagen to Hydrate, Revive, and Strengthen your skin."(B4)*

The advertisers again rationalized their products by mentioning and explaining the composition of the ingredients one by one marked by word *"enriched"*. The word *enrich* indicates that this product is equipped with additives that improve or enhance the quality of this product. The adjective *bioavailable* here indicates that the collagen contained in this moisturizer come from biological substance. Then adverbs *quickly, easily* and *faster* here reinforce how quickly these substances are absorbed.

The advertisers then provide a summary of the advantages of the product in a simpler format, in the form of points.

> *"QUICK FACT:*
> - *EWG &* ***Clean*** *Ingredients*
> - *Reef* ***Safe*** *Verified*
> - ***Non-comedogenic*** *Certified*
> - ***Hypoallergenic*** *Certified*
> - ***Moisture*** *Lock 24 hours*
> - ***Dermatology*** *Tested" (A9)*

By revealing the advantages of their products, the advertisers use rationalization in their persuasion. There are some words that indicate the quality of product which are *clean, safe, non-comedogenic, hypoallergenic,* and *dermatology*. The word *clean* indicates that the ingredients of this product are sterile and free from dirt. The adjective *safe* on *"reef safe verified"* shows that this product residue does not damage coral reefs in the ocean. They stated *"non-comedogenic"* to point out that this moisturizer does not have tendency to cause blackheads by blocking the pores of skin. The word *hypoallergenic* also indicates that their product relatively unlikely to cause an allergic reaction. The last, *dermatology*, noun that frequently comes up in term of skincare product refers to the medicine which concerned with skin treatment. The phrase *Dermatology tested* indicates that this product has been verified and tested by a doctor who is an expert in the field of skin treatment.

This type of persuasion can be found in every product's descriptions and dominates the other types of persuasion. This type of persuasion model can be found in every product description and dominates the other types of persuasion. in

datum C and datum D, out of 9 sentences containing persuasive strategies, rationalization appears 8 times.

D 1

*"Avoskin **Miraculous** Refining Serum is a chemical peel that contains 10% AHA and 3% BHA as exfoliating agents"(C2)*

The advertisers again mention the contents of the product, an exfoliating facial serum. They try to convince their customers by mentioning the content of the active ingredients and their percentages. They use the words *"miraculous refining"* to emphasize that their products are truly capable of removing impurities and exaggerating it using word *"miraculous"*.

Then as in the product description of the previous brand, the advertisers again mention the composition of the product's ingredients and their complements by mentioning their use slightly. *"Equipped with Niacinamide, Ceramide, and other supporting ingredients that make this serum **effective** in helping the exfoliation process and removing dead skin cells, as well as stimulating skin cell regeneration. So, the skin will become **brighter** and **softer**"(C3)*

The word *effective* refer to the quality of the product while *brighter* and *softer* refers to the significant result of using this serum.

The advertisers also give a claim for the results that will be obtained by the user in the next sentence.
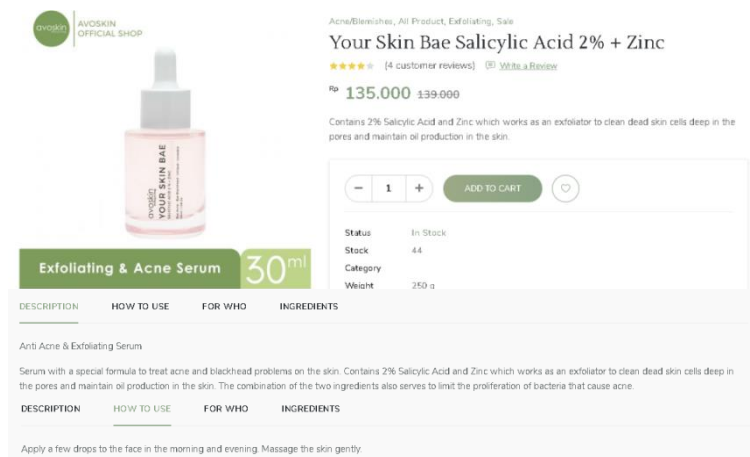
> *"This Miraculous Refining Serum product also works for:*
> *- Removes dead skin cells.*
> *- Brightens and evens out skin tone.*
> *- Improve skin texture.*
> *- Overcoming acne and blackheads." (C4)*

The advertisers state that other uses of this serum are indicated by the use of the verbs *remove*, *brighten*, *improve*, *overcome*. The use of these verbs shows the way this serum works on several skin problems. The words *brighten* and *improve* indicate skin quality improvement activity. While the words *remove* and *overcome* indicate skin repair from acne problems, blackheads, and dead skin cells.

*"Avoskin **Miraculous** Refining Serum contains **safe** and **clinically** tested ingredients, so it can be used for ages starting from 16 years." (C5)*

The advertisers exaggerate their product using word *miraculous* which means magical way. They emphasize their quality by stating that the serum contains ingredients that are *"safe and clinically proven"*. The adjective *safe* and adverb *clinically* are used again to describe quality as in datum B.

D

In the fourth data, the overall text uses rationalization as persuasion strategy. This facial serum product's description is *"**Anti** Acne & Exfoliating Serum" (D1)*.

In those descriptions, the advertisers provided a solution for women who have acne-prone skin problems. He used word "*anti*", to indicate that this product can fight and heal acne-prone skin. Accordingly the advertisers did persuasion with rationalization, specifically by providing solution for their skin problem.

In the next sentence, the advertisers describe their product in more detail with *"Serum with a **special** formula to treat acne and blackhead problems on the skin" (D2)*.

In this following description, the advertisers try to convince their readers that they have formulated different recipe by using word *"special"*. They claim their product that is able to heal acne-prone skin and treat blackheads on the skin. The advertisers again carried out rationalization persuasion by offering solutions to skin problems that may be faced by their readers.
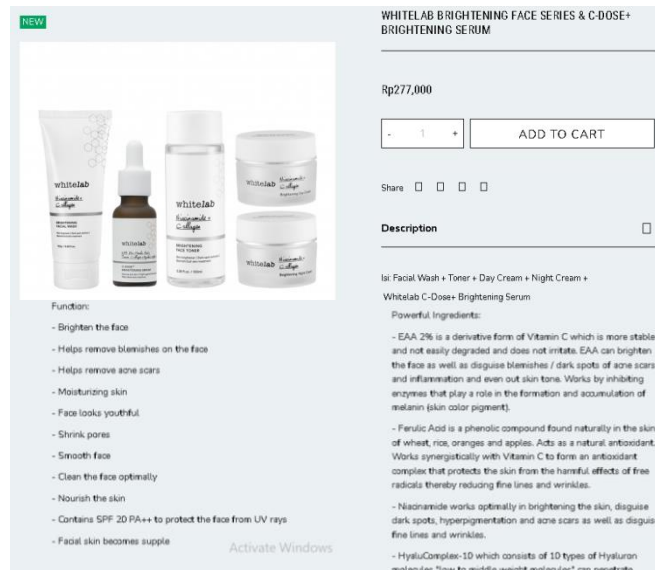
As in the previous product description, after the advertisers list the benefits of the product, they will list the active ingredients contained in it. They mention the ingredients as listed on the product name followed by its function and use.

"Contains 2% Salicylic Acid and Zinc which works as an exfoliator to **clean** *dead skin cells deep in the pores and* **maintain** *oil production in the skin." (D3) and "the combination of the two ingredients also serves to limit the proliferation of bacteria that cause acne." (D4)*

The advertisers use the verbs *clean* and *maintain* to show the function of this serum. The verb *clean* indicates that this serum functions to get rid of dead skin cells. The word *maintain* indicates the function of this serum, which is preserving the oil production so that it is not excessively produced.

The evidence of rationalization persuasion here is the contents and ingredients and their uses for the skin. The advertisers introduce the active ingredients that make up this serum as well as inform the uses and benefits of these substances. That way, the reader will be more convinced because of this rationalization process.

The advertisers of this brand describe their products by mentioning the content of the active constituents with their benefits in detail.

> *"**Powerful** ingredients:*
> - *EAA 2% is a derivative form of Vitamin C which is more **stable** and not easily degraded and does not irritate. EAA can **brighten** the face as well as **disguise** blemishes / dark spots of acne scars and inflammation and **even out** skin tone. Works by inhibiting enzymes that play a role in the formation and accumulation of melanin (skin color pigment). (C1)*
> - *Ferulic Acid is a phenolic compound found **naturally** in the skins of wheat, rice, oranges and apples. Acts as a **natural** antioxidant. Works synergistically with Vitamin C to form an antioxidant complex that **protects** the skin from the harmful effects of free radicals thereby reducing fine lines and wrinkles. (C2)*
> - *Niacinamide works **optimally** in **brightening** the skin, **disguise** dark spots, hyperpigmentation and acne scars as well as disguise fine lines and wrinkles. (C3)*
> - *HyaluComplex-10 which consists of 10 types of Hyaluron molecules "low to middle weight molecules" can **penetrate simultaneously** on different skin layers and form a moisture barrier so as to maintain facial moisture throughout the day (C4)*
> - *Marine Collagen which is easier to penetrate into the skin helps to **treat** the smoothness and softness of the skin and helps to treat skin elasticity. (C4)"*

The advertisers try to convince readers by explaining one by one the active substances contained in their products by providing an overview of these substances, where they come from, what are their advantages, to the benefits one

by one. The advertisers explain them scientifically and in great detail. He begins his product description by explaining 2% EAA, a "*stable*" vitamin C derivative that has no potential to irritate facial skin. The word stable indicates the quality of vitamin that contained in EAA.

This substance works as an enzyme inhibitor that plays a role in the formation and accumulation of skin pigment substances. So this substance can "*brighten*" the face as well as "*disguise*" black spots on the face. The words *brighten* and *disguise* are used again in product descriptions as in product A and C.

They continue to explain Ferulic Acid which is found in *natural* ingredients such as wheat bran, rice, oranges and apples. They use the word "*natural*" to add value to their products. Therefore readers believe that their products are made naturally and free from additional chemicals. This acid is described as a natural antioxidant that "*protects*" the skin from free radicals. They use the word protect to show how antioxidants work.

The next step, the advertisers explain Niacinamide's function which is not much different from the two previous substances. This substance is known to work "*optimally*" in terms of *brightening* the skin, *disguise* hyperpigmentation and acne scars and disguise wrinkles and fine lines. The word optimally here is used to show how favorable is this substance. They use the words brighten and disguise again to show how this substance works.

Then the advertisers explain the use of HyaluComplex-10 which can "*moisturize*" the face all day long. Marine Collagen is also described as a

substance that maintains skin smoothness and elasticity. The word moisturize here is useful to explain the use of HyaluComplex-10, which is to make skin less dry.

After that, the advertisers summarize the benefits and uses of each previously mentioned substance in the form of points as follows:

> *"Function:*
> *- **Brighten** the face*
> *- Helps **remove** blemishes on the face*
> *- Helps **remove** acne scars*
> *- **Moisturizing** skin*
> *- Face looks **youthful***
> *- **Shrink** pores*
> *- **Smooth** face*
> *- **Clean** the face **optimally***
> *- **Nourish** the skin*
> *- Contains SPF 20 PA++ to protect the face from UV rays*
> *- Facial skin becomes **supple** "*

The form of persuasion by showing the function and promising results that will be obtained like this is a part of rationalization. The advertisers use several verbs to describe the function of this product. The verbs used are *brighten, remove, moisturize, shrink, clean, nourish* and *protect*. Some verbs function to describe skin quality improvement activities such as *brighten*, *moisturize*, *clean*, *nourish* and *protect*. The others function to describe activities to reduce skin problems such as the words *remove* and *shrink*. Then the advertiser uses adjectives to show the results of using this product, which are *youthful*, *smooth*, and *supple*. This word indicates how the skin condition will be achieved after using a series of products from Whitelab.

As in the previous product description by Whitelab, the advertisers describe their products by mentioning the active ingredients inside their serum, along with their uses and benefits.

*"Niacinamide 5% can **brighten** skin, help **disguise** acne scars, **control** sebum production and treat facial skin barrier." (F1)*

The first active substance is niacinamide 5% which is claimed to be able to *brighten* skin tone, *disguise* acne scars and help controlling sebum production on the face. The verbs brighten and disguise are used in the umpteenth time by advertisers to describe the function of the products they offer.

*"HyaluComplex-10 which consists of 10 types of Hyaluron molecules "low to middle weight molecules" can **penetrate simultaneously** on different skin layers and **form** a moisture barrier so as to **maintain** facial moisture throughout the day." (F2)*

They use the verbs *penetrate, form, and maintain* to show how HyaluComplex-10 works. Then the adverb *simultaneously* is used to describe how this substance penetrates into the skin. The adjective moisture indicates how the skin will be formed.

*"Marine Collagen which more easily **penetrates** into the skin, helps **maintaining** skin smoothness and softness and helps maintain skin elasticity. This **Brightening Booster** Serum is **suitable** for use on dull skin due to over production of sebum, stressed skin characterized by open pores and redness, dehydrated and dry skin." (F3)*

The advertisers do rationalization persuasion by mentioning all the active ingredients and their uses. The advertisers use the words *penetrate, and maintain* to describe the function of marine collagen, as well as to explain how marine collagen works in the skin. Then they use the word brightening booster to describe the function of the serum offered. The word *suitable* on "*suitable for use on dull skin*" shows that this serum is suitable for dull skin. By outlining its content and uses, the reader is able to find rational justifications for his actions.

The advertisers reiterate the usage of the product in the next sentence *"Benefits: Helps **brighten** skin Helps **control** sebum production **Reduces** redness of the skin Maintains moisture, smoothness and softness of skin Helps **disguise** dark spots and acne scars." (F4)*

The advertisers use the verbs *brighten, control, reduce, maintain,* and *disguise* to show the function of their product. it has been explained in the previous sentence. Thus, they have been doing rationalization.

They summarize the advantages of each active substance in it on this sentence. That way, they can both emphasize and persuade their readers to be interested in the benefits offered through their products.

"Contents:
- ***Dermatologically*** *tested*
- *BPOM Barcode: 8997220241929*
- *Helps **brighten** skin Helps **control** sebum production*
- ***Reduces*** *redness of the skin*
- ***Maintains*** *moisture smoothness and softness of skin*
- *Helps **disguise** dark spots and acne scars*

After summarizing the benefits of the product, the advertisers make a summary of the superiority that the product has. He said that his products have been dermatologically tested. The word *dermatologically* means that the products have been tested by the expert, dermatologist. The advertisers also mention that this product has received permission because it already has a BPOM number. This is intended to convince buyers that the product is safe to use because it has received distribution permission from the government. Then the remaining advantage points show the advantages of the product as a repetition because it has been mentioned in the previous sentence. The verbs brighten, control, reduce, maintain and disguise are used again to explain how the product works on our skin.

G
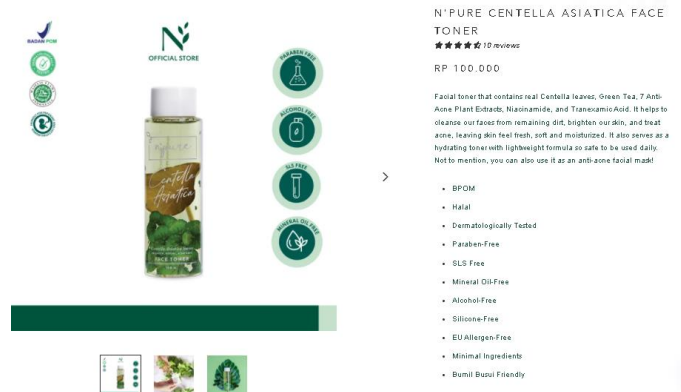
The researcher also found rationalization strategy on the seventh data which is the description text of toner from NPure. The advertisers began to describe their products by mentioning the main ingredients that make up the toner.

*"Facial toner that contains **real** Centella leaves, Green Tea, 7 **Anti**-Acne Plant Extracts, Niacinamide, and Tranexamic Acid." (G1)*

The advertisers use the adjective *real* to describe that the Centella leaves contained therein are real, not imitations. Then the brand uses prefix *anti-* to explain that this toner is useful for getting rid of acne. The advertisers did not explain the use of the substances contained in it one by one as in the previous brand. They only show what ingredients are in it which marked by the word *contains*. It can be assumed that advertisers thought that their readers already knew the uses of these materials because these materials were materials that were currently popular.

*"It helps to **cleanse** our faces from remaining dirt, **brighten** our skin, and **treat** acne, leaving skin feel **fresh**, **soft** and moisturized." (G2)*

*"It also serves as a **hydrating** toner with **lightweight** formula so **safe** to be used daily." (D3)*

The advertisers continue the product description by mentioning the benefits of the toner. Several verbs such as *cleanse, brighten, treat, hydrate* are used to describe the uses of this toner. Then some adjectives such as fresh, soft, lightweight, and safe are used to show the results that will be produced after using the product. The verb "*cleanse*" shows that their product is able to clean up the residue left after washing your face. The word "*brighten*" indicates that this toner can make the skin tone fair. This toner can also heal acne marked by word *treat*. In addition, in phrase *"leaving skin feel fresh, soft, and moisturized"* adjectives fresh and soft is used to describe how it turned out after using their toner.

The word *hydrating* in noun phrase "*hydrating toner*" indicates the use of the toner which is to make our skin able to absorb water or any other substance. The adjective, *lightweight*, indicates that the formulation of this toner is mild on the skin. Therefore this toner will not risk or harm our skin even on daily use that marked by word *safe*.

By providing an explanation of what benefits you can get when using this toner, the advertisers are persuading with rationalization. Some readers who have dull and dry skin problems will find a rational basis for buying and using these products.

At the end of the description, the advertisers abbreviate the advantages and uses of the product in the form of concise bullet points.

> *"• **Dermatologically** Tested*
> *• Paraben-**Free***

- *SLS **Free***
- *Mineral Oil-**Free***
- *Alcohol-**Free***
- *Silicone-**Free***
- *EU Allergen-**Free***
- ***Minimal** Ingredients*
- *bumil busui **friendly***
- *BPOM" (G5)*

By mentioning other excellence besides the benefits contained therein, the advertisers tries to convince their readers by affirming that their products are really recommended. Advertisers use the word dermatologically to emphasize that their products have been clinically tested by dermatologists. They also use suffix *free* to ensure that their products are free from ingredients that have the potential to harm the skin such as paraben, mineral oil, alcohol. This product is also safe to use for those who have allergies.

In addition this product is also safe for use by pregnant or breastfeeding women, marked by the word "bumil busui friendly" which in *bahasa* stands for *ibu hamil* and *ibu menyusui which means* pregnant women and breastfeeding mothers. They use the word *friendly* to indicate that the product is safe for use by mothers who are pregnant or breastfeeding. The advertiser also mentions "*BPOM"* to declare that the product has received permission from the Indonesian Food and Drug Administration. It is hoped that these explanations are able to add a rational basis for reader's action in purchasing the product.
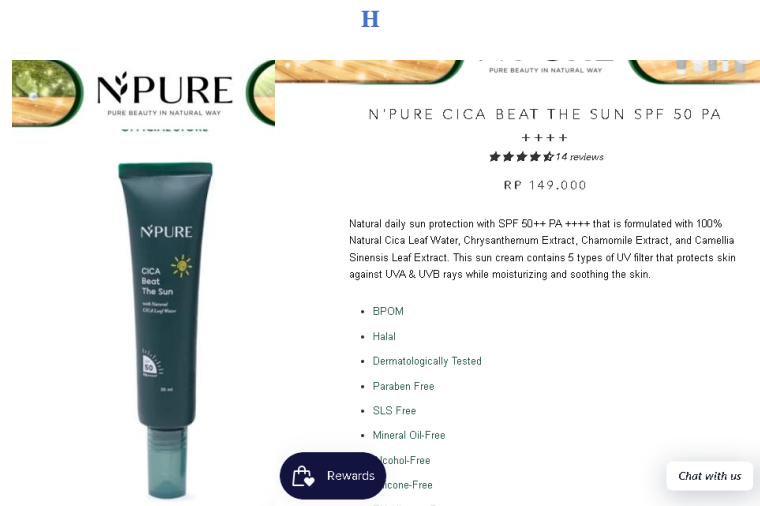
The researcher found 3 sentences that relate to rationalization persuasion.

*"**Natural** daily sun protection with SPF 50++ PA ++++ that is formulated with 100% **Natural** Cica Leaf Water, Chrysanthemum Extract, Chamomile Extract, and Camellia Sinensis Leaf Extract." (H1)*

*"This sun cream contains 5 types of UV filter that **protects** skin against UVA & UVB rays while **moisturizing** and **soothing** the skin." (H2)*
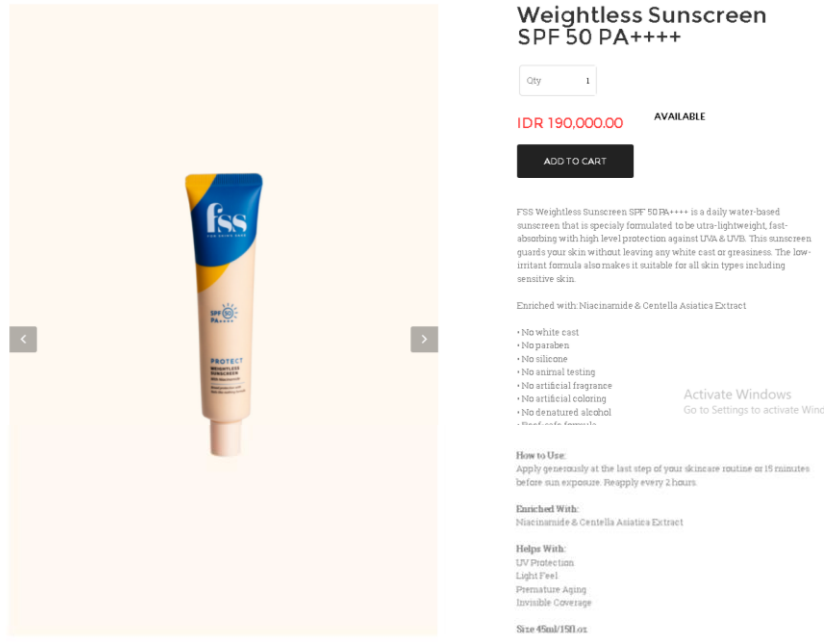
The first description describes the ingredients contained in the sunscreen. The advertisers assert that their products are formulated from natural ingredients by mentioning 100% *natural*. By promoting their products as natural products, it is hoped that they will become a rational quality supporting factor. Thus, readers will be interested because the product is free from excess chemical additives.

The advertisers also mentions the benefits of 5 types of UV filters in it which are able to *protect* the skin from UVA and UVB rays while *moisturizing* and *soothing* the skin. They use verb *protect*, *moisturize*, and *sooth* to provide the functions contained in this sunscreen. From the description above, the advertisers does rationalization persuasion by mentioning the uses and advantages of the

products. The description is intended to provide a rational basis for readers to buy the products offered.

> •*BPOM*
> • *Halal*
> • ***Dermatologically*** *Tested*
> • *Paraben **Free***
> • *SLS **Free***
> • *Mineral Oil-**Free***
> • *Alcohol-**Free***
> • *Silicone-**Free***
> • *EU Allergen-**Free***
> • ***Minimal*** *Ingredients*
> • *Fragrance **Free**" (H3)*

As in the previous product description, the advertisers close the product description with a summary of the advantages contained in it. It is closely similar to the use of rationalization on datum (G5). They use the word dermatological to emphasize their product quality. They also use a free suffix to declare that their product is free from ingredients that might irritate our skin. The difference is, this sunscreen is free from additional fragrance, while the Datum G5 is not. in other hands, it is not stated here that this product is safe for pregnant and lactating women as stated in datum G5. Those explanations show that the process of demonstrating the superiority of this product is part of the rationalization.

*"FSS **Weightless** Sunscreen SPF 50 PA++++ is a daily water-based sunscreen that is **specialy** formulated to be utra-lightweight, **fast-absorbing** with high level protection against UVA & UVB. This sunscreen **guards** your skin without leaving any white cast or greasiness. The **low-irritant** formula also makes it **suitable** for all skin types including sensitive skin. Enriched with: Niacinamide & Centella Asiatica Extract"(I1-I5)*

The advertisers represent their products as *lightweight* which means a mild formula of sunscreens but still provide high protection against UVA & UVB rays. This lightweight sunscreen is water-based, making it *suitable* for all skin types, including sensitive skin. The word suitable here indicates appropriateness. The adjectives specially, fast-absorbing, and low irritant refer to the quality of the formulation of this sunscreen ingredient.

In addition, this product is enriched with Niacinamide & Centella Asiatica Extract which can guard and moisturize the skin without leaving a white cast or greasy. The advertisers describe the advantages of their products logically so that their readers are interested in the products they offer.
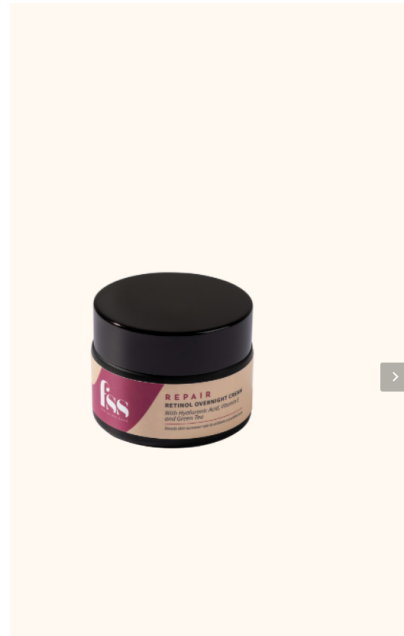
Then the advertisers mention other advantages in the form of short bullet points as follows:

"Helps With:
- *UV **Protection***
- ***Light** Feel*
- *Premature Aging*
- ***Invisible** Coverage" (I6)*

The advertisers mentions the advantages that have been stated before in a shorter form which are UV protection, light feel, premature aging, and invisible coverage. They use noun *protection* to show the main use of this product that is protecting skin from UV rays. It is continued to the use of adjectives "*light*" and "*invisible*" which refers to result of using this product.

Retinol Overnight Cream

Qty | 1

IDR 240,000.00   AVAILABLE

ADD TO CART

Slow down aging by letting this cream fight against premature aging, fine lines and also increases your skin collagen production during the night. This moisturizer is designed to work while you sleep. A time where your skin is the most receptive while it is repairing and regenerating itself.

How to Use:
Use at night, as the last step in your skincare routine. Apply lightly all over face and neck.

Main Active:
0.1% Retinol

Enriched With:
Hyaluronic Acid
Vitamin E
Green Tea
Centella Asiatica Extract

Helps With:
Skin Reparation
Premature Aging
Fine Lines
Collagen Production

No Paraben
No Silicone
No Animal Testing
No Added Fragrance

Activate Windows
Go to Settings to activate Wind

*"**Slow down** aging by letting this cream **fight** against premature aging, fine lines and also **increases** your skin collagen production during the night. This moisturizer is designed to work while you sleep, in time where your skin is the most receptive while it is repairing and regenerating itself." (J1)*

The advertisers indicate the use of the cream in the first description. This cream is claimed to fight premature aging indicated by word *slow down* and *fight*. For readers who have premature aging skin problems, this description can be a logical reasoning reference to buy the product. it is because the advertisers describe their products by providing an explanation of the benefits to be obtained and how the product works.

> *"Main Active:*
> - *0.1% Retinol*
> - *Hyaluronic Acid*

- *Vitamin E*
- *Green Tea*
- *Centella Asiatica Extract*

Helps With:
- *Skin **Reparation***
- *Premature Aging*
- *Fine Lines*
- *Collagen **Production**" (J3-J4)*

Then the advertisers rationalize by mentioning the composition of the active ingredients contained in it. It is followed by summarizing its uses in the form of points. in this part, they mention more of the material without modifying it with certain properties. They only use noun *reparation* and *production* to show how this cream works. The word *reparation* shows that this product works to repair the skin and the word *production* indicates that this product supports the production of collagen.

K

Tea Tree & Lemon Facial Cleanser
★★★★★ 5 | 3 REVIEWS

Designed to soothe irritated, blemished skin, this soap-free cleanser gently, yet effectively removes dirt and excess oil. A nourishing base of aloe vera juice hydrates, while botanical extracts of tea tree, gotu kola and lemon peel help balance sebum and prevent breakouts. Use twice a day to promote a clearer, calmer complexion.

Key Ingredients:
Tea tree oil is renowned for its acne-fighting properties. Gotu kola is rich in antioxidants that can protect skin against stressors. Lemon oil is high in antiseptic properties.

INGREDIENTS │ **DIRECTIONS** │ SKIN TYPE

● Use twice a day, morning and evening.
● Splash face with tepid water.
● Pour into clean hands and massage over face in small circular motions.
● Rinse thoroughly and pat skin dry.
● Follow with Toner.

*"Designed to **soothe** irritated, blemished skin, this soap-**free** cleanser **gently**, yet effectively removes dirt and excess oil." (K1)*

*"A **nourishing** base of aloe vera juice hydrates, while **botanical** extracts of tea tree, gotu kola and lemon peel help balance sebum and prevent breakouts." (K2)*

In the product description above, the advertisers explain the use of the product and its main ingredients. They states that this product is safe for irritated skin because it can calm the skin down marked by word *soothe*. They also use suffix *free* to state that their product does not contain soap. This cleanser is useful to wipe the dirt away indicated by word *removes*. They way this cleanser works then explained by the words *gently* and *effectively*. *Gently* refers to a mild, kind, or tender manner while *effectively* refers to such successful manner in achieving something.

The advertisers represent the value of their product by using the word *nourishing* base which indicates that this cleanser contains nutrients which improve the skin condition. They also use word *botanical* to introduce their cleanser as a plant base product. In these descriptions, they do persuasion with rationalization.

> *"**Key Ingredients**:*
> *Tea tree oil is **renowned** for its acne-fighting properties. Gotu kola is **rich** in antioxidants that can protect skin against stressors. Lemon oil is **high** in antiseptic properties." (K4)*

In the composition part, the advertisers do not only mention the ingredients that make up this product. But also provide the general benefits of each ingredient. The process of elaborating this composition is also included in rationalization because they persuade their readers by offering rational reasons so that readers are interested in the products they offer.

Advertisers promote their products by using several adjectives which are famous, rich, and high. The word famous defines that this substance is famous. The word rich indicates that it has plentiful number of something. The word high is referring to advancement. These three adjectives enhance the quality of the products offered.

Tea Tree & Lemon Facial C-Serum

Designed specifically for oily and acne-prone skin, this mild facial moisturizer is packed with botanical extracts known for their soothing and balancing properties. A fresh base of aloe vera lightly hydrates, while tea tree, gotu kola and lemon oil help fight breakouts. Kakadu plum extract adds a rejuvenating boost of Vitamin C.

Key Ingredients:
Kakadu plum extract is exceptionally high in Vitamin C, which helps improve skin texture and elasticity. Tea tree oil is a natural remedy for acne. Lemon oil can potentially lighten and brighten skin.

IDR 180,000 **IDR 144,000** 20% OFF

*"Designed specifically for oily and acne-prone skin, this **mild** facial moisturizer is packed with **botanical** extracts known for their **soothing** and **balancing** properties.*

*A **fresh** base of aloe vera lightly **hydrates**, while tea tree, gotu kola and lemon oil help fight breakouts Kakadu plum extract **rejuvenates** and boosts Vitamin C. "*

(L1-L3)

The advertisers describe their products by introducing the ingredients and the benefits of its ingredients. In the description, they use several adjectives to describe the quality of the material. The adjectives used are *mild, botanical, and*

fresh. Then they use several verbs which are *soothing, balancing, hydrates,* and *rejuvenates* to show the uses of each ingredient in the product.

"Key Ingredients*:*

Kakadu plum extract is exceptionally **high** *in Vitamin C, which helps* **improve** *skin texture and elasticity. Tea tree oil is a* **natural** *remedy for acne. Lemon oil can potentially* **lighten** *and* **brighten** *skin." (L4)*

The advertisers describe the quality of their products using *"high"* and *"natural"* verbs. The word high refers to an advancement and word natural indicating nature-based substance.

The function of each ingredient is then explained using verbs such as improve, lighten, and brighten. The entire description above is a rationalization process aimed at persuading readers who have acne and dull skin problems. By knowing the contents of the products offered, along with their benefits, the reader will find a logical reasoning base to buy the product if it is in accordance with the skin problem he has.

M

"Contains a blend of Viscosity Boosting Agent such as Paraffin and Glyceryl Stearate that **accelerates** *the skin's surface activity for fast results to* **hydrate,** **replenish, reduce** *the eyebag. It also* **fights** *the appearance of puffiness and dark*

50

*circles. The usage of Paraffin as a **natural** emollient helps make the skin **supple***

***and soft**. When applied to the skin, it adds moisture and continues to **boost** the*

moisture levels of the skin. Glyceryl Stearate, which is derived from palm kernel,

*is also found naturally in the human body, giving the skin a **soft and smooth***

appearance." (M2-M6)

In the description, the advertisers explain the uses of the product's ingredients and explain how they work. Some substances are also explained where they come from. Some verbs are found as indicator of the product function. They are *accelerates, hydrate, replenish, reduce and boost*. These verbs show how each substance in this product works. They use word *natural* to support their product quality. They also use some adjectives to depict the results that will be achieved after using this eye cream. With this logical explanation between materials and their uses, the advertisers carry out rationalization persuasion to persuade their readers. By providing understanding to the reader, without inviting them explicitly, it is able to attract the attention of those who need the skin treatment as described. By knowing the content and benefits, the readers will automatically do reasoning whether the product is suitable or not.

In the end, the advertisers re-mention the main compositions and their functions as described previously. The Advertisers arranges them briefly and straightforwardly so that it is easier for readers to understand.

> *"KEY INGREDIENTS*
> *CETEARYL: **Increase** skin elasticity*
> *PARAFFIN: **To condition** skin and **retain** moisture*
> *TETRAPEPTIDE-5: **Smoothen** skin texture and **reduce** eye puffines."*
> *(G8)*

From the ingredients above, some verbs indicating the utility the substances are found. They are *increase, condition, retain, smoothen, reduce.* The verbs in each substance show how the substance works on the skin.
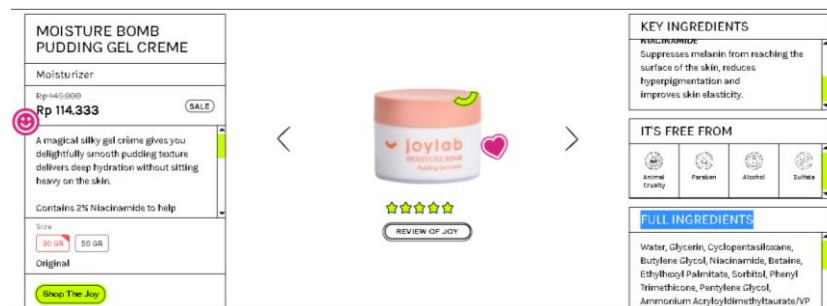
*"Contains 2% Niacinamide to help **brightens** and **clarifies** skin tone while Betaine and Glycerin ensures rapid absorption of moisture, allowing skin to **retain** moisture for longer and restoring skin elasticity. (N2)*

*Enriched also with Allantoin and Caffeine that will **stimulate** skin regenartion and smoothen the skin. (N3)*

The advertisers describe their products by explaining their functions through several verbs related to skincare. The verbs are *brighten, clarifies, retain, and stimulate*.

> *KEY INGREDIENTS*
> *BETAINE: **Retains** moisture. **Gives** superior hydration to the skin without residual stickiness.*
> *NIACINAMIDE: **Suppresses** melanin from reaching the surface of the skin, **reduces** hyperpigmentation andimproves skin elasticity ." (N4)*

The advertisers summarize the composition in the key ingredients section. In this part, they list the substances make up the product and show how they work

on our skin. The ways the substances work are indicated by several verbs, which are retain, give, suppress, and reduce.

> *"IT'S **FREE** FROM*
> *Animal Cruelty*
> *Paraben*
> *Alcohol*
> *Sulfate"*

The advertisers use word *"free"* to reinforce their product quality by stating that it does not contain harmful ingredients. Some of the suspected hazardous substances are paraben, alcohol, and sulfate. They also emphasized that they have never done animal cruelty in the process of making their products.
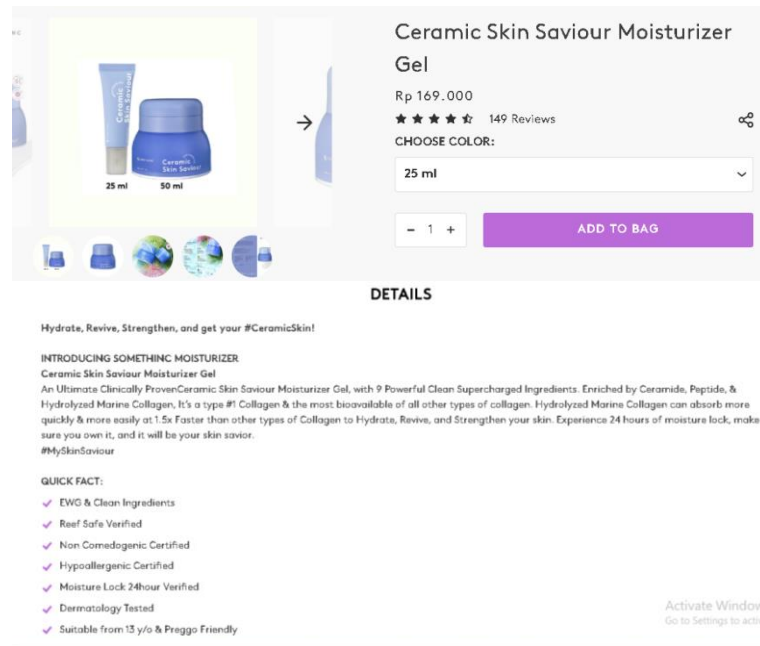
With the description above, the advertisers does persuasion with rationalization because he tries to persuade his readers by providing a logical explanation of the content as well as the benefits of the product.

a.   Identification

Identification is a persuasion process in which the author is able to identify the background of the customer. In advertising, persuasive identification can occur if the advertiser is able to answer for who the product is intended for. The background that must be understood can be in the form of what they need, their profession, their gender, whether they are children, teenagers or adults and so forth. Accordingly, the advertisers are able to adjust their products and advertisements according to the needs of their target consumers.

From the 14 products analyzed, the researcher finds 10 identification type of persuasion.

B

Ceramic Skin Saviour Moisturizer Gel

Rp 169.000

★ ★ ★ ★ ☆   149 Reviews

CHOOSE COLOR:

25 ml

− 1 +   ADD TO BAG

DETAILS

Hydrate, Revive, Strengthen, and get your #CeramicSkin!

INTRODUCING SOMETHINC MOISTURIZER
Ceramic Skin Saviour Moisturizer Gel
An Ultimate Clinically ProvenCeramic Skin Saviour Moisturizer Gel, with 9 Powerful Clean Supercharged Ingredients. Enriched by Ceramide, Peptide, & Hydrolyzed Marine Collagen, It's a type #1 Collagen & the most bioavailable of all other types of collagen. Hydrolyzed Marine Collagen can absorb more quickly & more easily at 1.5x Faster than other types of Collagen to Hydrate, Revive, and Strengthen your skin. Experience 24 hours of moisture lock, make sure you own it, and it will be your skin savior.
#MySkinSaviour

QUICK FACT:
✓ EWG & Clean Ingredients
✓ Reef Safe Verified
✓ Non Comedogenic Certified
✓ Hypoallergenic Certified
✓ Moisture Lock 24hour Verified
✓ Dermatology Tested
✓ Suitable from 13 y/o & Preggo Friendly

*"QUICK FACT: Suitable from **13 yo** & **Preggo** Friendly" (B6)*

The advertisers carry out identification persuasion by predicting the age background of their readers, marked by the word "*suitable from 13 yo*". That way, this product is safe for use by teenagers who are at least 13 years old. They also predict who will use their product. One of their customers may be a pregnant mother. Thus, they state *"preggo friendly"* to indicate that this product is safe to use by a pregnant mother.

C

*"Avoskin Miraculous Refining Serum contains safe and clinically tested ingredients, so it can be used for ages starting from **16 years**." (C5)*

In the description of this serum product from avoskin, the advertiser identifies the age of the customer. This is indicated by the words *"it can be used for ages starting from 16 years"* advertisers predict who will need their products. Therefore, they state that teenagers who are 16 years old can use this serum.

D

*"Serum with a special formula to treat acne and blackhead **problems** on the skin"*

(D2)

The advertisers have identified the solution needed by the target buyer, marked by the word problem. The word **problem** denotes a situation that needs to be overcome because every problem needs a solution. The problem faced by the target buyers of this product is acne and blackheads, therefore the advertisers offer a solution in the form of a special prescription specially formulated to overcome acne and blackheads problem.

E

*"For **All Skin Types**. Can be worn from the **age of 12 and above**. All can be used for **pregnant and lactating mothers**."(E7)*

Here the advertisers identify the background of the customer, what type of skin, how old they are, and who uses the product. The words *all skin types* indicate identification because it refers to what skin types do their customers have. The advertisers stated that any types of skin can use this series of products. Then

the word *age* answers the question in what age people can use this product. the answer is on 12 years old and above. Then they say *"pregnant and lacting mothers"* to specify who can use this product because *Pregnant* and *lactating* denote certain conditions that may have certain prohibitions.

G
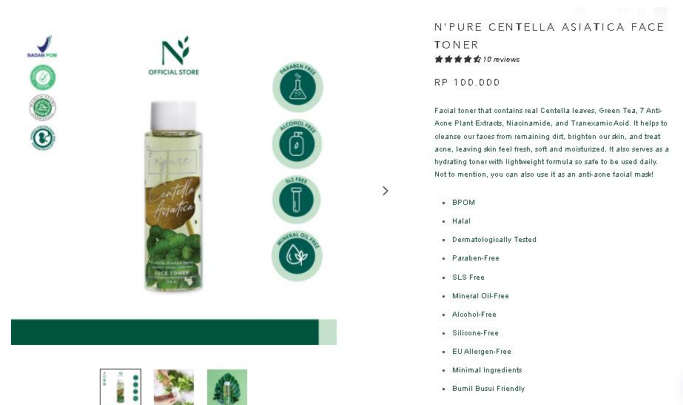
"•Halal "

The word *halal* denotes to special prescription in Muslim law. The word *halal* here can be an identification marker because it can be assumed that the advertiser knows that Muslims have special rules in the form of this halal status. Then they facilitate Muslims by making halal products.
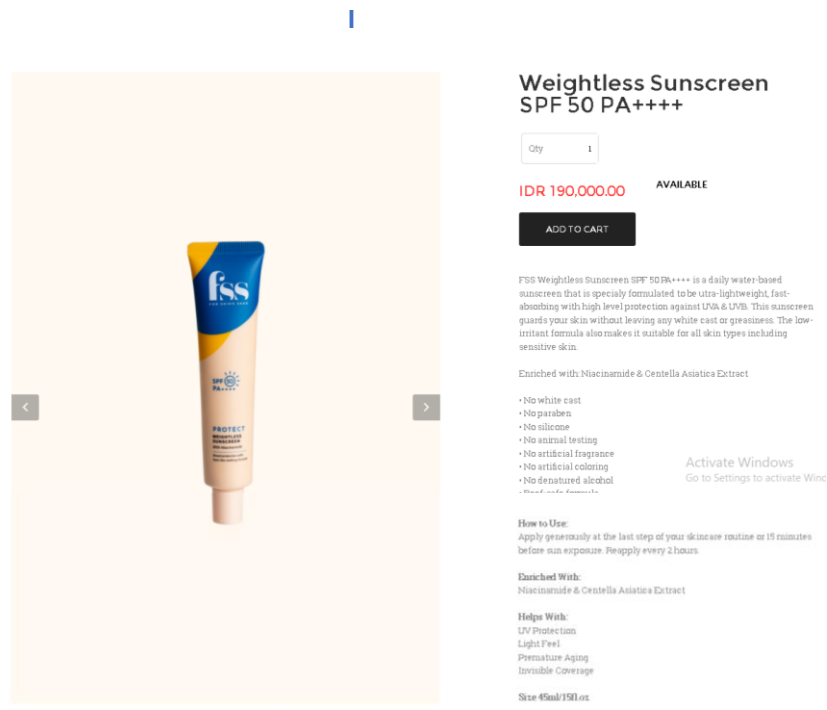
H
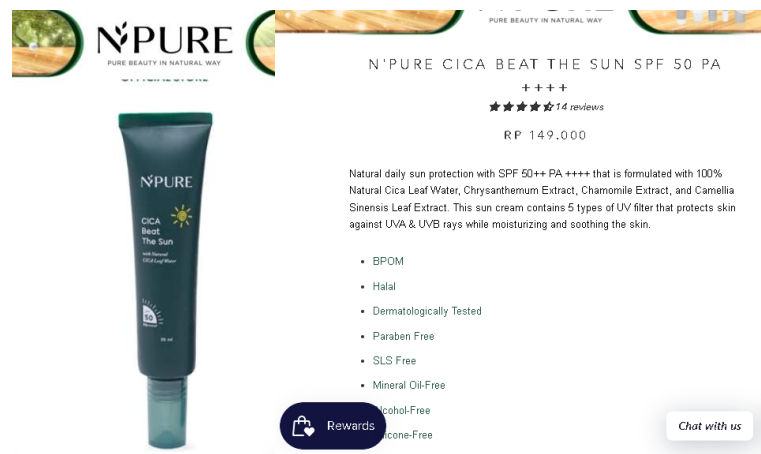
"halal"

The word halal here can be the marker of identification because it can be assumed that the advertiser knows that Muslims have special rules in the form of this halal status. Then they facilitate Muslims by making products with halal status.

*"The low-irritant formula also makes it suitable **for all skin types** including **sensitive** skin." (I3)*

In this product description snippet, advertisers identify by giving an estimate of what skin types are allowed to use their products. They say that all types can use this product. After that, advertisers emphasize special kind of skin that can also use this product, which is *sensitive* skin.

Tea Tree & Lemon Facial Cleanser

★★★★★ 5 | 3 REVIEWS

Designed to soothe irritated, blemished skin, this soap-free cleanser gently, yet effectively removes dirt and excess oil. A nourishing base of aloe vera juice hydrates, while botanical extracts of tea tree, gotu kola and lemon peel help balance sebum and prevent breakouts. Use twice a day to promote a clearer, calmer complexion.

Key Ingredients:
Tea tree oil is renowned for its acne-fighting properties. Gotu kola is rich in antioxidants that can protect skin against stressors. Lemon oil is high in antiseptic properties.

INGREDIENTS | **DIRECTIONS** | **SKIN TYPE**

● Use twice a day, morning and evening.
● Splash face with tepid water.
● Pour into clean hands and massage over face in small circular motions.
● Rinse thoroughly and pat skin dry.
● Follow with Toner.

*"**Designed to** soothe irritated, blemished skin, this soap-free cleanser gently, yet effectively removes dirt and excess oil." (K1)*

The word designed to indicate that this product has been formulated for certain circumstances. Advertisers have identified skin problems experienced by their target customers. It is explained by the words *"irritated and blemish skin"* which indicates a skin problem that this product can solve.

Tea Tree & Lemon Facial C-Serum

Designed specifically for oily and acne-prone skin, this mild facial moisturizer is packed with botanical extracts known for their soothing and balancing properties. A fresh base of aloe vera lightly hydrates, while tea tree, gotu kola and lemon oil help fight breakouts. Kakadu plum extract adds a rejuvenating boost of Vitamin C.

Key Ingredients:
Kakadu plum extract is exceptionally high in Vitamin C, which helps improve skin texture and elasticity. Tea tree oil is a natural remedy for acne. Lemon oil can potentially lighten and brighten skin.

IDR 180,000 **IDR 144,000**   20% OFF

*"Designed specifically **for oily and acne-prone skin**, this mild facial moisturizer is packed with botanical extracts known for their soothing and balancing properties."* (L1)

The words *for oily and acne-prone skin* have clearly shown that this product is formulated for those with related skin problems. Absolutely, the advertisers have identified previously what problems their customers face and followed by offering the solutions.

M

*"Suitable **for all skin types**, especially dry skin ."* (M7)

The word *for all skin types* indicates that the advertisers have been identifying the kind of skin the customers have. They stated that it is compatible for every skin type.

b.   Suggestion

Suggestion is an attempt to persuade or influence other people without giving them a logical basis. In its application, suggestions are usually supported by the use of personification and hyperbole. Suggestion can also be in the form of a command word. The researcher finds 6 suggestions on the description product.

*"**Get** your #**BrightBeautifully** skin in 4 weeks!"* (A3)

The word *get* in the first sentence indicates imperative sentence which is one of the characteristics of suggestion persuasion. They advise their readers to try the product, and see the results within 4 weeks. The word *#BrightBeautifully* is used for exaggerating the statement. Thereby this sentence is categorized as suggestion.

In the following suggestion is also marked by word *get* which denotes a form of command word or imperative. *"Hydrate, Revive, Strengthen, and **get** your #CeramicSkin!"(B1)* They suggest the reader to try their product and then this moisturizer will hydrate, revive, and strengthen their skin.

*"**Experience 24 hours of moisture lock**, **make sure** you own it, and it will be your skin savior"* (B5)

The word *experience* is being a marker that the advertisers suggest the reader to test this product's 24-hour moisturizing resistance.Tthe words *24 hours moisture lock* indicates persuasion in type of suggestions because the opinion has no logical basis but still intend to invite the reader.

*"**Get** bright and acne-free with the Avoskin **Miraculous** Refining Serum product!"* (C1)

Suggestion type of persuasion in this sentence is indicated by the word *get* which denotes an imperative sentence. The advertisers also represent the product in exaggerating forms marked by *miraculous.* The word miraculous here describes Avoskin serum as a miracle serum that can brighten and get rid of acnes.

*"**Youthful-looking** eyes are in sight with this small eye cream."* (M1) The advertisers exaggerate the quality of the product by mentioning *youthful-looking*

to give suggestion to the reader. that way, readers will be persuaded to get young-like eyes.

*"A **magical** silky gel crème gives you delightfully smooth **pudding texture** delivers deep hydration without sitting heavy on the skin."* (N1) The advertisers do suggestions by exaggerating the quality of their products. The word magical magnifies the quality of this gel. They also exaggerate their products by equating soft skin that will be obtained with smooth pudding.

c.   Conformity

Conformity according to Keraf is someone's action to persuade the audience by positioning himself as the audience so that the reader can understand it. The researcher only finds one conformity type in datum G2.

*"It helps to cleanse our faces from remaining dirt, brighten **our** skin, and treat acne, leaving skin feel fresh, soft and moisturized." (G2)* The advertisers persuade the reader by positioning themselves as the audience. The word "*our*" indicates that they try to position themselves as the audience. Positioning themselves as an audience can make the audience feel closer to the speakers.

B. Discussion

The researcher analyzes persuasive strategies used in skincare products using Keraf's (2004) theory of persuasive strategy. The researcher uses fourteen products from seven most favorite brands. The data are taken based on best-selling product category from their official website. There are two research uestions that need to be answered in this research: (1) What are the types of

persuasive strategies used on Indonesian skincare advertisements? and (2) How are the functions of persuasive strategies on Indonesian skincare advertisements?

Based on the findings of the data analysis before, the researcher finds four persuasive strategies out of seven types. They are rationalization, identification, suggestion and conformity. The most used persuasion types is rationalization, which occurs sixty times among seventy one sentence or phrase related to persuasion. The second rank was achieved by identification that appeared 10 times then followed by suggestions that appear 6 times. The type of persuasion that is extremely rare to be used in this study is conformity which appears only once.

The information compilation in the product descriptions is frequently started by giving the general benefits of the product. In most cases it is followed by the explication of advantages and benefits of the product in detail. After that, the list of ingredients contained in it commonly complements the description. Some product descriptions list the function of each ingredient. Finally, it closes with a summary of the advantages, ingredients, and functions of the products which are generally arranged in the form of points.

Rationalization becomes the most often used type of persuasion in the skincare description products. Rationalization occurs sixty times among seventy one data founded in this study. Referring back to the characteristics of rationalization, which is an activity to persuade the reader by providing a logical basis for reason. The advertisers disclose rational facts about the ingredients, benefits, advantages of their products logically. Then the reader will use this

information as a basis for logical reasoning to determine the action to be taken. If the information received by the reader meets the needs of the reader, in accordance with the reader's beliefs, is able to convince the reader through rational reasoning, then persuasion will succeed.

Rationalization can be the most dominant type because the data analyzed in this research are product descriptions. The advertisers will list the advantages, benefits, functions, ingredients of their products in the product description. The product description is also the main source of information if the buyer wants to know the speculation of the product. Therefore, rationalization type appears the most in the data analysis of this study.

Here is the example of rationalization on phrase *"**An Ultimate Clinically Proven** Ceramic Skin Saviour Moisturizer Gel, with 9 Powerful Clean Supercharged Ingredients."* There is a word that indicates rationalization. The word *"clinically"* indicates that this product has been credibly observed because the word clinically is an adverb that shows a way that relates to the observation and treatment of actual patients rather than theoretical or laboratory studies. Afterwards, the statement "clinically proven" is then intensified with the word *"ultimate"*. The word *ultimate* here refers to the best achievement.

The next strategy is identification. To carry out identification persuasion, the writer must be able to recognize the situation. In advertising, the state that must be identified is the customer who is the target of the persuasion. Identification persuasion works by understanding the background of the audience. Knowing the level of the audience, whether male or female, children or adults,

knowing their profession, and knowing what they need will greatly support the success of this identification persuasion.

Identification is the second most used strategy after rationalization. This is due to the close relationship between product description and advertising. Each product always has its own target market. Producers will produce goods that meet the needs of consumers. This is where the identification begins, which is then written in the product description because the product description contains information that the seller wants to convey to his consumers. Therefore, it is highly possible if many identification techniques are found in product descriptions because in point of fact, an item is produced to meet the needs of its consumers. The example of identification is *"Suitable from 13 yo & Preggo Friendly."* The advertisers have identified the age of their customers, which is starting from 13 years old. They also formulate their products so that they can be used by pregnant women, which are marked with the word *preggo*, which is slang to describe a pregnant woman.

The next strategy that appears even in small numbers is suggestion. The researcher finds six suggestion strategies in the data. The goal of using suggestion is an attempt to persuade the followers by giving acknowledgement through some words. Generally, suggestion occurs by exaggerating the meaning through figure of speech, or by using imperative sentences. The example is *"A **magical** silky gel crème gives you delightfully smooth **pudding texture** delivers deep hydration without sitting heavy on the skin."* The advertisers exaggerate the meaning using *magical* word. Then they also magnify their products by equating soft skin that

will be obtained with smooth pudding. These ways of persuading people indicate suggestion. Conformity is also found in the data. It occurs once on *"It helps to cleanse our faces from remaining dirt, brighten our skin."* The word "*our"* indicates conformity because they try to position themselves as the audience. They try to convince the reader to believe in its advantages because it is able to brighten our skin. Advertisers try to build close relation with their readers.

In analyzing persuasive strategies on product descriptions, the researcher cannot find compensation, displacement, and projection types. It is different from the previous study that has been conducted by Laladevi (2019). She found five types from seven persuasive strategies used by Sukkhacitta instagram posts. They were suggestion, identification, rationalization, conformity, and projection. Compensation and displacement could also be found in the instagram post by Sukkhacitta.

To answer how the persuasion strategy is applied in the description of skincare products, it can be seen from the words that indicate the persuasive strategy. In the rationalization strategy, a pattern can be found that composes the rationalization persuasion. The researcher found adjectives, verbs, and adverbs which indicate rationalization. The adjectives and adverbs generally function to describe the quality of skincare products. The words used frequently are adjectives or adverbs that give the meaning of intensifying. The examples are effective, brighter, dermatologically, safe and so forth. Afterwards, the verbs used in rationalization mostly indicate the function of something or describing how something works. For example remove, improve, and brighten. These verbs show

how the product works on your skin, is it removing impurities, or repairing skin barrier, or fairing the skin tone.

In the use of identification persuasion in product descriptions, words that indicate identification can be mapped. the first is a word that refers to all skin problems such as acne-prone, dull skin, dry skin and so forth. Then some prepositions also show identification, namely for and to.

Whereas suggestion type of persuasion can be seen from the form of the sentence. Imperative sentence or command sentence are frequently denotes suggestion type of persuasion. The reason is in that way, the advertisers invite the readers to do something they intended for. Unfortunately, the researcher has not been able to see the pattern used in conformity type, because this type is only found once. Thereby, the pattern of it is still not visible.

CHAPTER IV
CONCLUSION AND SUGGESTION

This chapter consists of the conclusions and suggestions related to the result of the discussion. Some conclusions and suggestions are presented in this chapter.

A. Conclusion

Based on the finding and discussion that have been discussed previously, the researcher found persuasive strategies used on the skincare description product. Based on Keraf's (2004) theory, the result showed that there were four from seven types of persuasion were used in description product of seven skincare originated from Indonesia. They were rationalization, suggestion, identification, and conformity. Meanwhile, the researcher could not find the use of projection, compensation, and displacement on 14 product descriptions texts. The purpose of using persuasive strategies in the description product of skincare was to persuade the reader to purchase the products.

The researcher found sixty data related to rationalization, ten related to identification, six related to suggestion, and one related to conformity. The uses of rationalization are generally made up by adjectives and verbs. The adjectives signify the quality of the products while the verbs denote the use of the product. Identifications were generally signified by some words related to skin problems, such as acne-prone skin, dull skin, oily skin, dry skin and so forth.

B. Suggestion

After finishing the research, the researcher realizes that this research is still far from perfection and has a lot of weakness and limitation. The researcher suggests the next researchers who do the same field of research to use the latest theory on persuasive strategy to get the novelty. By using different theory, or different area, even different context of study, the weakness of this research will be fulfilled. The next researchers also have a wider possibility to deepen the study of persuasive strategy on advertisements in line with the growing of industry by taking the object from different products even from different countries.

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CURRICULUM VITAE

Fais Fauziah was born in Malang on July 17, 1998. She graduated from MAN 1 Kota Malang. She was a member of journalism and actively participated in EEC (Easy English Club) during her senior year of high school. She began her higher education in 2017 at UIN Maulana Malik Ibrahim Malang's Department of English Literature and finished it in 2022. During her study at English Literature Department in UIN Maulana Malik Ibrahim Malang, she joined volunteer of AICOLLIM seminar.

APPENDIXES
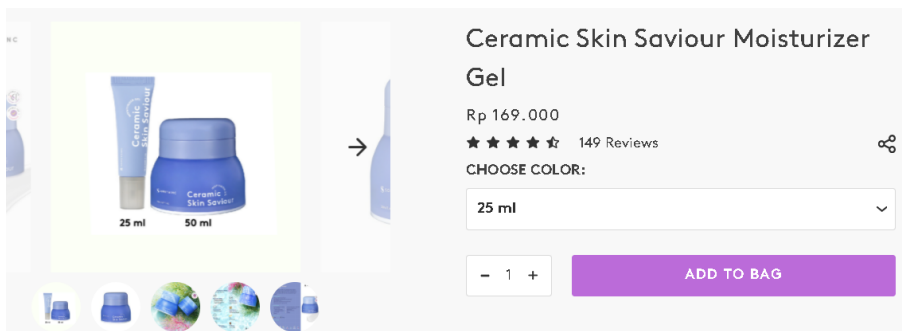
Appendix 1: The Product Description from the Websites

A

5% Niacinamide + Moisture Sabi Beet Serum

Rp 149.000

★ ★ ★ ★ ★ 99 Reviews

CHOOSE SIZE:

40ml Big Size (5% Sabi)

− 1 +   ADD TO BAG

DETAILS

Introducing our new Niacinamide member: 5% Niacinamide (Pharmaceutical grade) + Sabi Beet Brightening Serum.
Helps you to achieve a maximum level of crystal bright skin, Improve your skin texture, Strengthen Skin Barrier, Disguise Dark Spots & Hyperpigmentation on the skin, Moisturize, Restores suppleness, Reduces Redness, Acne-Fighting, & Minimizes the appearance of dry/damaged skin. Get your #BrightBeautifully skin in 4 weeks!

B

Ceramic Skin Saviour Moisturizer Gel

Rp 169.000

★ ★ ★ ★ ☆ 149 Reviews

CHOOSE COLOR:

25 ml

− 1 +   ADD TO BAG

DETAILS

Hydrate, Revive, Strengthen, and get your #CeramicSkin!

INTRODUCING SOMETHINC MOISTURIZER
Ceramic Skin Saviour Moisturizer Gel
An Ultimate Clinically ProvenCeramic Skin Saviour Moisturizer Gel, with 9 Powerful Clean Supercharged Ingredients. Enriched by Ceramide, Peptide, & Hydrolyzed Marine Collagen, It's a type #1 Collagen & the most bioavailable of all other types of collagen. Hydrolyzed Marine Collagen can absorb more quickly & more easily at 1.5x Faster than other types of Collagen to Hydrate, Revive, and Strengthen your skin. Experience 24 hours of moisture lock, make sure you own it, and it will be your skin savior.
#MySkinSaviour

QUICK FACT:
✓ EWG & Clean Ingredients
✓ Reef Safe Verified
✓ Non Comedogenic Certified
✓ Hypoallergenic Certified
✓ Moisture Lock 24hour Verified
✓ Dermatology Tested
✓ Suitable from 13 y/o & Preggo Friendly

C

Miraculous Refining Serum

★★★★☆ (12 customer reviews) 📄 Write a Review

Rp **215.000** 239.000

Get bright and acne-free skin with the Avoskin Miraculous Refining Serum product!

| − | 1 | + | **ADD TO CART** | ♡ |

Status	In Stock
Stock	24
Category	
Weight	500 g

DESCRIPTION   FOR WHO   HOW TO USE   INGREDIENTS

Avoskin Miraculous Refining Serum is a chemical peel that contains 10% AHA and 3% BHA as exfoliating agents. Equipped with Niacinamide, Ceramide, and other supporting ingredients that make this serum effective in helping the exfoliation process and removing dead skin cells, as well as stimulating skin cell regeneration. So, the skin will become brighter and softer.

This Miraculous Refining Serum product also works for:
- Removes dead skin cells.
- Brightens and evens out skin tone.
- Improve skin texture.
- Overcoming acne and blackheads.

DESCRIPTION   **FOR WHO**   HOW TO USE   INGREDIENTS

Avoskin Miraculous Refining Serum contains safe and clinically tested ingredients, so it can be used for ages starting from 16 years.

D

Acne/Blemishes, All Product, Exfoliating, Sale

Your Skin Bae Salicylic Acid 2% + Zinc

★★★★☆ (4 customer reviews) 📄 Write a Review

Rp **135.000** 139.000

Contains 2% Salicylic Acid and Zinc which works as an exfoliator to clean dead skin cells deep in the pores and maintain oil production in the skin.

| − | 1 | + | **ADD TO CART** | ♡ |

Status	In Stock
Stock	44
Category	
Weight	250 g

DESCRIPTION   HOW TO USE   FOR WHO   INGREDIENTS

Anti Acne & Exfoliating Serum

Serum with a special formula to treat acne and blackhead problems on the skin. Contains 2% Salicylic Acid and Zinc which works as an exfoliator to clean dead skin cells deep in the pores and maintain oil production in the skin. The combination of the two ingredients also serves to limit the proliferation of bacteria that cause acne.

DESCRIPTION   **HOW TO USE**   FOR WHO   INGREDIENTS

Apply a few drops to the face in the morning and evening. Massage the skin gently.

E

WHITELAB BRIGHTENING BOOSTER SERUM - NIACINAMIDE 5%

Whitelab Brightening Booster Serum containing 5% Niacinamide, HyaluComplex-10, and Marine Collagen works synergistically to brighten and nourish the skin making the face look brighter, moist and naturally glowing.

Rp65,000

| - | 1 | + | ADD TO CART |

Share ▢ ▢ ▢ ▢

Description

Whitelab Brightening Booster Serum Whitelab Brightening Booster Serum containing Niacinamide 5%, HyaluComplex-10, and Marine Collagen works synergistically to brighten and nourish the skin

of wheat, rice, oranges and apples. Acts as a natural antioxidant. Works synergistically with Vitamin C to form an antioxidant complex that protects the skin from the harmful effects of free radicals thereby reducing fine lines and wrinkles.

- Niacinamide works optimally in brightening the skin, disguise dark spots, hyperpigmentation and acne scars as well as disguise fine lines and wrinkles.

- HyaluComplex-10 which consists of 10 types of Hyaluron molecules "low to middle weight molecules" can penetrate simultaneously on different skin layers and form a moisture barrier so as to maintain facial moisture throughout the day.

- Marine Collagen which is easier to penetrate into the skin helps to treat the smoothness and softness of the skin and helps to treat skin elasticity.

- Smooth face

- Clean the face optimally

- Nourish the skin

- Contains SPF 20 PA++ to protect the face from UV rays

- Facial skin becomes supple

G

N'PURE CENTELLA ASIATICA FACE TONER

★ ★ ★ ★ ★ 10 reviews

RP 100.000

Facial toner that contains real Centella leaves, Green Tea, 7 Anti-Acne Plant Extracts, Niacinamide, and Tranexamic Acid. It helps to cleanse our faces from remaining dirt, brighten our skin, and treat acne, leaving skin feel fresh, soft and moisturized. It also serves as a hydrating toner with lightweight formula so safe to be used daily. Not to mention, you can also use it as an anti-acne facial mask!

- BPOM
- Halal
- Dermatologically Tested
- Paraben-Free
- SLS Free
- Mineral Oil-Free
- Alcohol-Free
- Silicone-Free
- EU Allergen-Free
- Minimal Ingredients
- Bumil Busui Friendly

H

N'PURE CICA BEAT THE SUN SPF 50 PA

++++

★★★★½ 14 reviews

RP 149.000

Natural daily sun protection with SPF 50++ PA ++++ that is formulated with 100% Natural Cica Leaf Water, Chrysanthemum Extract, Chamomile Extract, and Camellia Sinensis Leaf Extract. This sun cream contains 5 types of UV filter that protects skin against UVA & UVB rays while moisturizing and soothing the skin.

- BPOM
- Halal
- Dermatologically Tested
- Paraben Free
- SLS Free
- Mineral Oil-Free
- Alcohol-Free
- Silicone-Free
- EU Allergen Free

Rewards

Chat with us

I

Weightless Sunscreen SPF 50 PA++++

Qty   1

IDR 190,000.00   AVAILABLE

ADD TO CART

FSS Weightless Sunscreen SPF 50 PA++++ is a daily water-based sunscreen that is specially formulated to be utra-lightweight, fast-absorbing with high level protection against UVA & UVB. This sunscreen guards your skin without leaving any white cast or greasiness. The low-irritant formula also makes it suitable for all skin types including sensitive skin.

Enriched with: Niacinamide & Centella Asiatica Extract

- No white cast
- No paraben
- No silicone
- No animal testing
- No artificial fragrance
- No artificial coloring
- No denatured alcohol
- Reef-safe formula

How to Use:

Apply sunscreen at the last step of your skincare routine or 15 minutes
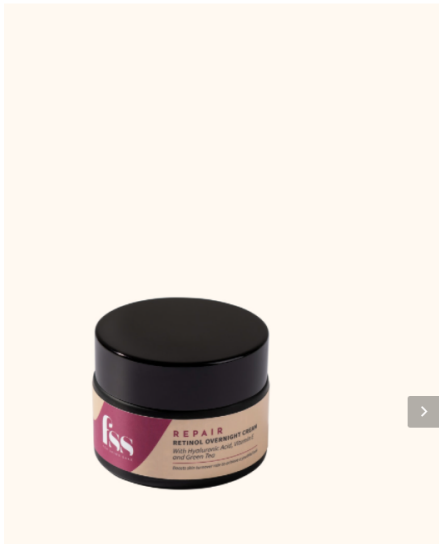
J

Retinol Overnight Cream

Qty	1

IDR 240,000.00   AVAILABLE

ADD TO CART

Slow down aging by letting this cream fight against premature aging, fine lines and also increases your skin collagen production during the night. This moisturizer is designed to work while you sleep. A time where your skin is the most receptive while it is repairing and regenerating itself.

How to Use:
Use at night, as the last step in your skincare routine. Apply lightly all over face and neck.

Main Active:
0.1% Retinol

Enriched With:
Hyaluronic Acid
Vitamin E
Green Tea
Centella Asiatica Extract

Helps With:
Skin Reparation

K

Tea Tree & Lemon Facial Cleanser

★★★★★ 5 | 3 REVIEWS

Designed to soothe irritated, blemished skin, this soap-free cleanser gently, yet effectively removes dirt and excess oil. A nourishing base of aloe vera juice hydrates, while botanical extracts of tea tree, gotu kola and lemon peel help balance sebum and prevent breakouts. Use twice a day to promote a clearer, calmer complexion.

Key Ingredients:
Tea tree oil is renowned for its acne-fighting properties. Gotu kola is rich in antioxidants that can protect skin against stressors. Lemon oil is high in antiseptic properties.

INGREDIENTS | **DIRECTIONS** | SKIN TYPE

- Use twice a day, morning and evening.
- Splash face with tepid water.

L

Tea Tree & Lemon Facial C-Serum

Designed specifically for oily and acne-prone skin, this mild facial moisturizer is packed with botanical extracts known for their soothing and balancing properties. A fresh base of aloe vera lightly hydrates, while tea tree, gotu kola and lemon oil help fight breakouts. Kakadu plum extract adds a rejuvenating boost of Vitamin C.

Key Ingredients:
Kakadu plum extract is exceptionally high in Vitamin C, which helps improve skin texture and elasticity. Tea tree oil is a natural remedy for acne. Lemon oil can potentially lighten and brighten skin.

IDR 180,000 **IDR 144,000** 20% OFF

M

EYE ON DIET CREAM

Eye Cream

Rp 80.000
Rp 64.600 (SALE)

Youthful-looking eyes are in sight with small eye cream.

Contains a blend of Viscosity Boosting Agent such as Paraffin and Glyceryl Stearate that accelerates the

Size
20 GR

Original

Shop The Joy

★★★★★
(REVIEW OF JOY)

KEY INGREDIENTS

CETEARYL
Increase skin elasticity

PARAFFIN
To condition skin and retain moisture

IT'S FREE FROM

Animal Cruelty | Paraben | Sulfate

FULL INGREDIENTS

Aqua, Paraffinum Liquidum, Propylene Glycol, Glyceryl Stearate, Cetearyl Alcohol, Ceteareth-20, Stearic Acid, Cetyl Alcohol, PEG-20 Stearate, Sodium Benzoate, Phenoxyethanol, Acetyl

N

MOISTURE BOMB PUDDING GEL CREME

Moisturizer

Rp 145.000
Rp 114.333 (SALE)

A magical silky gel crème gives you delightfully smooth pudding texture delivers deep hydration without sitting heavy on the skin.

Contains 2% Niacinamide to help

Size
30 GR   50 GR

Original

Shop The Joy

★★★★★
(REVIEW OF JOY)

KEY INGREDIENTS

NIACINAMIDE
Suppresses melanin from reaching the surface of the skin, reduces hyperpigmentation and improves skin elasticity.

IT'S FREE FROM

Animal Cruelty | Paraben | Alcohol | Sulfate

FULL INGREDIENTS

Water, Glycerin, Cyclopentasiloxane, Butylene Glycol, Niacinamide, Betaine, Ethylhexyl Palmitate, Sorbitol, Phenyl Trimethicone, Pentylene Glycol, Ammonium Acryloyldimethyltaurate/VP