

**PERSUASIVE ANALYSIS ON “MAKE OVER”
ADVERTISEMENT INSTAGRAM CAPTION**

THESIS

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**DEPARTEMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM MAULANA MALIK IBRAHIM
MALANG**

2023

**PERSUASIVE ANALYSIS ON “MAKE OVER”
ADVERTISEMENT INSTAGRAM CAPTION**

THESIS

Presented to

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in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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2023**

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I state that the thesis entitled **“Persuasive Analysis on “Make Over” Advertisement Instagram Caption”** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 20 February 2023

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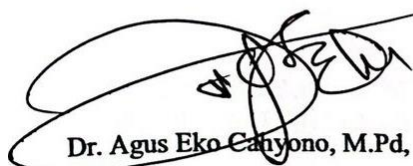
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This to certify that Sholikhatin's thesis entitled **Persuasive Analysis on "Make Over" Advertisement Instagram Caption** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

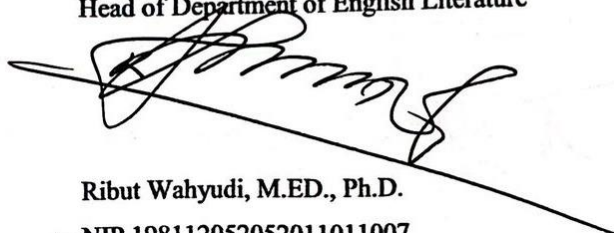
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MOTTO

المؤمنُ يَأْلَفُ وَيُؤْلَفُ، وَلَا حَبْرَ فِيمَنْ لَا يَأْلَفُ، وَلَا يُؤْلَفُ، وَحَبْرُ النَّاسِ أَنْفَعُهُمُ لِلنَّاسِ

“The believer is likable, easily approachable, and pleasant when approaching others. And there is no good in one who is difficult to approach and harsh with others. And the best of people are those who are most beneficial to people.”

DEDICATION

This thesis is proudly dedicated to:

My parents, who I love so much, thank you for always giving prayers, sincerity, priceless sacrifices, and support me.

My old sister and my brother in law, They are giving prayers and support me to complete this thesis.

All my friends, who have always supported, motivated, and prayer for me.

I also want to thank my self for not giving up and trying my best for this thesis.

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All praises and thanks to Allah SWT, the highest power, the Most Gracious, and the Most Merciful, for pouring his blessings and graces upon me in order for me to fulfill this undergraduate thesis. Second, sholawat and salam may always be poured by Allah to our Great Prophet Muhammad SAW, who brings us warm wishes and leads us down the path of truth. So that the author can complete the thesis entitled “Persuasive Analysis on “Make Over” Advertisement Instagram Caption” well and smoothly.

This thesis was written to complete part of the requirements for obtaining a bachelor's degree in education at the Faculty of Humanities, Maulana Malik Ibrahim State Islamic University, Malang. I would like to thanks to Mr. Prof. Dr. M. Zainuddin, MA, as the rector of the Maulana Malik Ibrahim State Islamic University (UIN) Malang, Dr. M. Faisol, M.Ag, as the dean of Faculty of Humanities, Ribut Wahyudi, M.Ed, Ph.d, as the head of English Letters Department.

As a researcher, I am very aware that without the guidance and direction given by Dr. Agus Eko Chayono, M.Pd. as a thesis advisor this thesis may be difficult to complete. Therefore, I would like to thanks for the time, direction, advice, suggestions, solutions, motivation, guidance, this thesis may be difficult to complete and to Mr. and Mrs. Lecturers of the Department of English Literature, Faculty of Humanities, who have educated and shared knowledge with the researcher.

I also thank my beloved parents and older sister, Khusairi, Khasanah, Eka Budi Windarti who always support me both materially and spiritually without ever breaking up and always give me motivation, advice, love, attention, and

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Finally, I am very grateful to many people who helped me and I realize that my thesis is still far from perfect. Therefore, I hope to all readers and other researchers to provide suggestions and constructive criticism for the improvement of my thesis. Thank you

Malang, 20 February 2023

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ABSTRACT

Sholikhatin (2023) Persuasive Analysis on “Make Over” Advertisement Instagram Caption. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Dr. Agus Eko Cahyono, M.Pd.

Keywords: Persuasive technique, advertisement, Make Over

This study discusses the persuasive techniques used in advertising women's beauty products on Instagram social media. This study examines "Persuasive Analysis of Instagram Caption Ads "Make Over". The purpose of this research is to find out the types of persuasive techniques and strategies used in advertising beauty products on Instagram. techniques used in advertising beauty products from beauty product accounts. The source of the data in this study came from the captions of several beauty product accounts on "Make Over". The descriptive method was used to analyze the data using Keraf's theory (2004). The data was obtained from 16 captions on the "Make Over" beauty product. From the results of the study it was concluded that the most frequently used suggestion technique, from the 16 collected data sheets it can be seen that the persuasive presentation techniques used in advertising beauty products are: rationalization 38%, identification 13%, suggestions. 18%, 13% conformity, 6% compensation, 6% displacement, and 6% projection. Then, the techniques most often used in advertising are rationalization techniques and suggestion techniques because they are easier for advertisers to reach and attract consumers' attention. It is suggested to future researchers with the same topic to apply several other persuasive theories and not only focus on one theory for research improvement.

ABSTRAK

Sholikhatin (2023) Analisis Persuasif pada Caption Instagram Iklan “Make Over”. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Dr. Agus Eko Cahyono, M.Pd.

Kata Kunci: Teknik Persuasif, Iklan, Make Over

Penelitian ini membahas tentang teknik persuasif yang digunakan dalam mengiklankan produk kecantikan wanita di media sosial Instagram. Penelitian ini mengkaji “Analisis Persuasif Iklan Caption Instagram “Make Over”. Tujuan dari penelitian ini adalah untuk mengetahui jenis teknik dan strategi persuasif yang digunakan dalam mengiklankan produk kecantikan di Instagram. teknik yang digunakan dalam mengiklankan produk kecantikan dari akun produk kecantikan Sumber data dalam penelitian ini berasal dari caption beberapa akun produk kecantikan pada “Make Over”. Metode deskriptif digunakan untuk menganalisis data menggunakan teori Keraf (2004). Data diperoleh dari 16 caption pada produk kecantikan “Make Over”. Dari hasil penelitian disimpulkan bahwa teknik sugesti yang paling sering digunakan, dari 16 lembar data yang terkumpul dapat diketahui teknik penyajian persuasif yang digunakan dalam mengiklankan produk kecantikan adalah: rasionalisasi 38%, identifikasi 13%, sugesti. 18%, kesesuaian 13%, kompensasi 6%, perpindahan 6%, dan proyeksi 6%. Kemudian, teknik yang paling sering digunakan dalam periklanan adalah teknik rasionalisasi dan teknik sugesti karena lebih mudah dijangkau pengiklan dan menarik perhatian konsumen. Disarankan kepada peneliti selanjutnya dengan topik yang sama menerapkan beberapa teori persuasif lainnya dan tidak hanya fokus pada satu teori saja untuk penyempurnaan penelitian.

ملخص

صالحه (2023), تحليل مقنع في تعليق إعلان انستاغرم " Make Over " رسالة الماجستير, قسم الأدب الإنجليزي ، كلية العلوم الثقافية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج..
المشرف: د. إيكو كاهيونو الماجستير
الكلمات الرئيسية: تقنيات مقنعة ، إعلان ، , "Make Over"

تبحث هذه الدراسة عن الأساليب الإقناعية المستخدمة في إعلان منتجات التجميل في انستاغرم. تبحث هذه الدراسة " تحليل مقنع في تعليق إعلان انستاغرم " Make Over". يهدف هذا البحث إلى معرفة الأنواع والاستراتيجيات في إعلان منتجات التجميل في إنستاغرم. يتضمن هذا البحث بحثاً نوعياً وصفيًا لوصف البيانات اللغوية حول الأساليب الإقناعية المستخدمة في الإعلان عن منتجات التجميل " Make Over " مصادر البيانات في هذه الدراسة يأتي من عدة تعليقات على منشورات الرسمية انستاغرم. تستخدم الطرق الوصفية لتحليل البيانات باستخدام نظرية (2004) KERAF لتحقيق الأنواع وتطبيق الإقناع في إعلانات منتجات التجميل. تم الحصول على البيانات من 16 تعليقًا توضيحيًا لمنتجات التجميل .

استنتج النتائج بأن الأساليب المقترحة هي الأساليب التي تم استخدامها غالبًا. باستخدام 16 البيانات أظهر أن تقنيات العرض المقنعة تستخدم في الإعلان عن منتجات هي: العقلانية 38% ، التحديد 13% ، الاقتراحات 18% ، المطابقة 13% ، التعويض الإزاحة 6% ، والإسقاط 6%. فإن الأساليب أكثر استخدامًا في الإعلان هي تقنيات العقلانية وتقنيات الاقتراح لأنهما أكثر سهولة للمعلنين في جلب المستهلكين. من المستحسن أن يقوم الباحثون المستقبليون الذين لديهم نفس الموضوع بتطبيق العديد من النظريات التقنية المقنعة الأخرى ، وليس التركيز فقط على نظرية واحدة لإتقان البحث.

TABLE OF CONTENTS

PERSUASIVE ANALYSIS ON “MAKE OVER”	i
STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO.....	v
DEDICATION	vi
ACKNOWLEDGMENT	vii
ABSTRACT.....	ix
ABSTRAK.....	x
ملخص.....	xi
CHAPTER I.....	1
INTRODUCTION	1
A. Background of the Study	1
B. Research Questions.....	5
C. Significance of the study	5
D. Scope and Limitation	5
E. Definition of Key Term	6
CHAPTER II.....	7
RVIEW ON RELATED LITERATURE	7
A. Discourse Analysis	7
B. Persuasion.....	8
C. Persuasive Techniques	9
D. Persuasion process.....	14
E. Advertisement	15
CHAPTER III.....	15
RESEARCH METHOD	15
A. Research Design.....	15
B. Research Instrument.....	15
C. Data and Data Source.....	16
D. Data Collection.....	16
E. Data Analysis	17
CHAPTER IV	18

FINDING AND DISCUSSION	18
A. Findings.....	18
1. Rationalization.....	18
2. Identification	27
3. Suggestion.....	30
4. Conformity.....	34
5. Compensation.....	37
6. Displacement.....	38
7. Projection.....	40
B. Discussion.....	41
CHAPTER V.....	43
CONCLUSION	43
A. Conclusion.....	43
B. Suggestion.....	43
BIBLIOGRAPHY.....	45
CURRICULUM VITAE	48
APPENDIX.....	49

CHAPTER I

INTRODUCTION

This chapter contains a description of the background of the study and research questions. It also explains the importance of the study, scope and limitations, and definitions of key terms.

A. Background of the Study

This present study investigated the persuasiveness of the beauty product advertisement on Instagram page. This research is devoted to assessing the persuasiveness of certain beauty product advertisement due to the rise of beauty advertisement from within and outside the country, which have a lot of influence on trade in the world through social media. To persuade potential consumers, advertisers use various strategies so that what is advertised can attract potential consumers. One way to persuade potential consumers is to use word choice. The choice of words that are creative and appropriate will be able to influence a person's mind (Agustrijanto, 2002:159). This topic is chosen because the object of the research is a well-known beauty product advertisement that has not been identified in previous studies. Because so many buyers are interested in owning their products, it is of particular interest to examine how "Make Over" advertisement succeed in attracting many consumers.

Many existing phenomena, most social media users who obtain information from Instagram are women, so that in the analysis of advertisement discourse displayed on Instagram, they use informal language that is creative, expressive, attractive and persuasive. Discourse analysis is also an attempt to explain a text that will be read by a dominating individual or group who has a tendency to achieve certain goals. Thus, discourse analysis is the most comprehensive language unit in everyday life, with unity of meaning and coherence. Darma (2014:10) also proposes the concept of discourse analysis, in the sense that phrases are related to a larger context that has an impact on the meaning of the entire series of utterances. The study of linguistic units is combined with a broad context so that they can be felt as a whole.

The discourse on the ad that will be studied is the beauty product Make Over advertisement, which is listed on the Instagram page. Discourse in advertising usually contains persuasive discourse. Discourse is a complete language unit, so that in the sentence hierarchy it is the highest or largest grammatical unit (Chaer, 2012:267). Persuasive discourse has the meaning of discourse whose content is an invitation or advice, concise and interesting, and aims to strongly influence the reader or listener to do something. The persuasive discourse in this advertisement has the aim of inviting or influencing consumers to buy the products offered.

In a discourse on persuasive discourse advertisement, there are persuasive techniques, for example, beauty product advertisement on the Instagram Makeover page. The technique itself has an understanding as knowledge to make something related to the results. Meanwhile, persuasion is a form of communication that aims to influence and convince others. Some of the definitions above can be used as persuasive techniques, so persuasive techniques are a way or technique of delivering information or messages when communicating with other people by persuading or influencing that person in a subtle and polite way. Persuasive techniques are very important for the field of communication, especially in persuasive communication such as product advertisement on social media on the Instagram Makeover page.

Beauty products or cosmetics have now become very important products for women and even become part of their daily lives. The purpose of using cosmetics in society is to clean the skin, increase attractiveness, increase self-confidence, and, in general, help someone enjoy and appreciate life. According to Andikarini (2017:1), cosmetics are products that can meet women's basic needs for beauty. Meanwhile, Makeover is a local brand that uses the Beauty Beyond Rules tagline, which becomes a mantra for women who read it. Makeover believes that everyone has their own uniqueness that makes them beautiful in their own way. The tagline "Make Over Beauty Beyond Rules" has an understanding that beauty is not limited and does not have certain rules so that everyone is free

to have their own understanding of beauty and is free to express themselves in any way to show their beauty.

Some previous research is used as reference knowledge for thorough advertisements and current research benefits from it. Some researchers who used advertisement objects in several studies are as follows: Soraya (2016), Irfan (2017), Kusumaningrum (2018), Hasanah (2019), and Yu Han (2020). Soraya's study (2016) this study intends to look for advertising constructions and the social effects of verbal conversation of television advertisements from Wardah cosmetics. Irfan's study (2017) This study aims to determine the types of associative meanings in Samsung advertising slogans based on Leech's semantic theory. In Kusumaningrum's study (2018) Stephen Toulmin's technical model was used in this study to determine the argumentation part of GOJEK advertising text. In Hasanah's study (2019) this research was conducted to examine attractive advertising tactics on Traveloka. The purpose of Yu Han's research (2020) was to provide insight into the scalability of consumer sentiment toward Tik Tok advertisements. In der vorherigen. These studies have similarities regarding the discussion of advertising in research topics, and differences in research. This is the object of advertising used by this research.

Other studies were conducted by Ulumiyah (2015), Rizka (2016), Mukaromah (2016), Saraswati (2019), and Purba (2017). Ulumiyah's research (2015), this research examines the phenomenon of persuasive techniques used in Colours magazine advertisements. The writer uses Larson's (2004) thesis. In Rizka's research (2016) According to this study, Nike advertisers use all forms of Gorys Keraf's persuasive techniques to persuade people to be interested in the services or products they offer. In Mukaromah's research (2016) he conducted another study entitled Persuasive Strategies Used in iPhone Advertising Slogans. Saraswati's research (2019), this research examines the phenomenon of persuasive strategies used in Colours magazine advertisements. The writer uses Larson's (2004) thesis. Purba's research (2017) found that based on Aristotle's persuasive method, the research investigates evidence by describing and explaining it. The similarities in the research above are using persuasive theory,

some use the same technique as previous research. The difference is for the object studied using a different persuasive theory.

This study focuses on advertisement delivered on social media, namely on one of the social networking accounts known as Instagram. Instagram is a social media platform with the fourth largest number of users in the world. Apart from being a social network for sharing photos and video, Instagram is also used to market business products. Indonesian people also participate in marketing their products. From the survey results obtained, Instagram is one of the most popular social media platforms in Indonesia. The advantage of this Instagram account is that it is able to provide unlimited labels, so that users or product sellers can narrate or promote their products freely. In addition, sellers can carry out direct marketing, namely, consumers can buy products directly from the manufacturer. From the advantages of the Instagram account, users or sellers make good use of it because advertisements are required to be able to attract and be able to attract more selective consumers.

Advertisemet discourse has the structure to become a complete language. The placement of words and sentences has a huge influence on the reader's understanding. The composition of the advertisement structure can also affect the reader, so that the reader can be persuaded by the advertisement language. For this reason, it is necessary to conduct a study to see the structure and how it is able to influence the reader. The language used in advertisement needs to be studied more deeply and as a whole by using discourse analysis. Discourse analysis provides a clear picture of the entire structure, persuasion techniques, and accompanying language functions so as to produce a correct understanding of the meaning. This advertisement discourse analysis was conducted to determine the persuasion technique of the "Make Over" advertisement discourse found on Instagram social media. The purpose of this study is to provide the readers of advertisement on social media with an understanding of the overall language of advertisement. Based on the explanation that has been described, the title of this research is Persuasive analysis on "Make Over" advertisement Instagram caption.

B. Research Questions

This study is intended to answer the following question:

1. What types of persuasive techniques are used on “Make Over” advertisement Instagram caption?
2. How are persuasive techniques used on “Make Over” advertisement Instagram caption?

C. Significance of the study

Theoretically, it is expected that this research will be valuable for linguistic studies, particularly in persuasive discourse analysis, in expanding readers' awareness of advertising speech. Furthermore, this research may be used as a source of knowledge in answering questions about persuasive studies. Furthermore, this data may be utilized to support or prove specific beliefs about persuasive studies.

The results of this study may be utilized as reference material or references in assessing persuasive discourse, which is a practical value of research for students. This research may be used as a reference or in producing persuasive phrases by sellers or intermediaries to build excellent advertisement and persuade customers to be interested in the goods or services supplied. Furthermore, the findings of this study might help readers improve their understanding of persuasive speech analysis in advertisement

D. Scope and Limitation

The scope of this research is to conduct a discourse analysis of persuasive techniques on "Make Over" advertisement Instagram caption. The goal of this study is to examine the persuasive strategies utilized to entice people to purchase the "Make Over" product. In this paper, Ghorys Keraf's theory is utilized to explore the tactics and functions of persuasion in various forms.

The limitation of this research is the advertisement on the Instagram "Make Over" official account on March-May 2021. The researcher has chosen various possible positions. The researcher investigated the issue by reading,

watching, and analyzing it. There are no interviews to gather alternative viewpoints on the circumstances of the people covered here, which might be viewed as a research restriction.

E. Definition of Key Term

The researcher mentioned some of the keywords used in this study based on the topic :

1. Sentence of Persuasion

Sentences that succeeded in persuading people to be interested in cosmetic items "Make Over" as a product that entered national and international circles because of the phrase "Beauty Beyond Rules".

2. Caption

A caption is the description on the Instagram page "Make Over," which customers will read to learn more about the photographs uploaded on the Instagram page.

2. Advertisement

Advertisement is employed to get readers' attention. Advertisement is a method of making people aware of "Make Over" beauty goods.

3. Instagram "Make Over"

The social media of product "Make Over" to transmit information and messages to cosmetic customers in the form of publishing photographs and videos.

CHAPTER II

REVIEW ON RELATED LITERATURE

In this chapter, the author outlines certain notions that are pertinent to her research. These include discourse analysis, persuasion, persuasive techniques, and advertising.

A. Discourse Analysis

Discourse analysis is a type of linguistic study. The term "discourse" is typically defined as language that extends beyond the phrase. The sentence's meaning was not explicitly expressed, but it was implied. As described by Yule (2006), corpus linguistics is a discipline of linguistics research concerned with the study of language in text and conversation. This linguistics study will zero in on the language past the message and discussion. How people feel when they read the message, how people perceive highly constructed messages rather than ambiguous messages, how people understand speakers who convey more than they say, how people use the word to persuade others to follow their conviction, and so on. The language utilized in the text and discussion varies from the genuine importance of the reasons. Discourse Analysis is dedicated to learning about what and how language is utilized. Discourse analysis investigates writings and dialogues, whether written or spoken. Then there is the link between speech and context. Paltridge (2006:3) contends that discourse analysis considers relationships between language and the context in which it is used and is related to description and analysis both orally and in writing.

From the explanation of the discourse grouped as cited in Nurfadilah (2017) into four other types. The first expressive discourse. It is a type of discourse in which language is used as a means of simple expression of some aspect of personality. For example, individual conversations, journals and diaries. Second reference discourse. It is a type of discourse in which the use of language emphasizes the ability of language to show or reproduce reality, by way of speaking. Third literary discourse. It is a type of discourse in which the text or product or work itself focuses on a process that deserves appreciation in itself. For

example, short stories, lyrics, folk songs, dramas, and films. The last one is persuasive discourse. This type of discourse is focused primarily on the decoder, namely other people involved in the process/recipient of the message. In this type, the essentials are the encoder, reality, and language itself, all of which become instruments for achieving some practical effect in the decoder. For example, advertisements, political speeches, religious sermons, and legal speeches.

According to the statement above discourse analysis is connected to the language used to communicate and how the recipient perceives the message. On the other hand, it is well understood that Instagram advertising is an example of persuasive speech in which language is used to influence and affect attitudes, beliefs, and views. This research looks at advertising for "Make Over" accounts on Instagram captions.

B. Persuasion

Persuasion is a strategy or method of persuading someone by using psychological data or facts. Sunarjo (Sunarjo, 1983:30) (Sunarjo, 1983:30) According to Alwi (2005-864), persuasion may also take the shape of an invitation to someone by offering secret arguments and good intents to prove an opinion if what he says is accurate. This is consistent with Marwoto's (1987:16) definition of persuasion as speech consisting of persuasive presentations to boost the other person's excitement for what the speaker is saying. Persuasion plays an important part in communicating messages and attaining goals during the communication process. Persuasion is inextricably linked to all facets of our existence.

There are several meanings of persuasion. Persuasion, according to Mills (2000), is the process of altering or reinforcing attitudes, beliefs, or behavior. As a result, people utilize this strategy to persuade, persuade, and ultimately persuade readers and listeners to follow their ideas. People strive to persuade their listeners to believe and agree with what they say throughout the persuasion process. Listeners have two responses to this persuasion: seriously or unthinkingly. Persuasion has an impact whether the listener agrees and believes or disagrees and departs since that is the main objective of utilizing persuasion. While replying

sincerely, they will attentively listen to what the speaker is saying before responding. Answers can be either pro or con to the argument, and listeners will raise questions if they discover an argument that doesn't make sense. They lose interest in what is being said when they reply attentively, and the brain immediately locks in. To make decisions, the listening brain depends on facts, reasoning, and evidence.

Additionally, according to O'Keefe (2005), persuasion is a communicative function that may be pursued in a range of circumstances, from face-to-face contacts to mass communication. Persuasion may be employed in many facets of interpersonal social communication. Persuasion in the media takes the shape of the Jore tree, which includes commercial advertising, pro-social advertising, and political advertising. Persuasion has numerous advantages in commercial advertising, but it also has many advantages in social and political advertising. In summary, persuasion is always about altering one's ideas, thoughts, beliefs, or behaviors. People aim to achieve communication goals through persuasion without using strong pressure, intimidation, or force. People are more concerned with winning people's hearts in this manner than they are with believing what the speaker is saying.

Persuasion is used to convince or alter the attitudes of others. As a result, an advertisement is created to persuade others to do something based on what the marketer desires. Persuasion does not rely on the compulsion to persuade someone to embrace the wish for such persuasion. People who accept persuasion will be joyful and content since they are not making a decision based on fear (Keraf, 1994, 118). According to the description above, persuasion is an inducement or seduction made by a persuader or speaker to another person or speech partner to modify his attitude or desire in line with the persuader's wishes.

C. Persuasive Techniques

Persuasion is critical in communication because individuals employ a variety of tactics to persuade others of their views, ideas, or conduct. Keraf (2004) defines seven tactics for persuading others: rationalization, identification, hypnosis, conformity, compensation, projection, and displacement.

1. Rationalization

Rationalization is the practice of employing a certain method of thinking to rationalize a specific situation by demonstrating logical reasoning. The advertising must give evidence of this strategy to make customers believe and be interested in what the advertiser is attempting to achieve. This strategy likewise uses persuading phrases like "impossible but still makes sense" or "has a logical purpose." Advertisers must be well informed about what their customers want. Customers are more likely to be interested in something that is proven and aligns with their views and values.

For example, "Ready to boost your skin with some electrolytes? Our Plump Right Back Primer + Plump Finish Spray, + This Is Juice Gloss are ALL formulated with electrolytes that boost your skin with hydration and keep makeup looking fresh all day". The technique used by the advertiser in the advertisement is the rationalization technique. This can be seen from the sentence "Ready to boost your skin with Our Plump some electrolytes?". This question is a form of interaction with buyers who want to beautify their skin. Questions like this seem to want to tell buyers that when they have used this product, their skin health and what women want will come true. The sentence "keep makeup looking fresh all day" is also intended to attract consumer confidence that the product keeps makeup looking fresh all day long.

2. Identification

The process of correctly recognizing consumers and circumstances is known as identification. Advertisements must be relevant to the specific consumer, whether adults, teens, children, or events related to their job, employers, teachers, and so on, to elicit the optimum reaction. Recognizing the scenario is also helpful in eliciting their response; the phenomenal issue of this age will pique the interest of customers even more. Advertisers will know what phrases and concepts are suited for the product if they identify them.

For example, "We brought the heat to the desert with our Lip Lingerie XXL. Swipe on our new bold Fuego shades that'll last all day and won't transfer." The advertising technique includes identification techniques. In this advertisement, the advertiser tries to identify the goods being offered. In the sentence "We brought the heat to the desert with our Lip Lingerie XXL," advertisers emphasize to buyers that they must buy the products offered. Advertisers also try to identify that lipstick products will last all day and will not change color when eating or drinking by using Lip Lingerie XXL products.

3. Suggestion (hypnotic)

The suggestion is an attempt to persuade. In everyday life, a suggestion is usually given by beautiful words and tone of voice. The practice of appealing and convincing words, signals, or sounds to make people believe what advertisements say is known as hypnotic (Keraf, 2004). Therefore, the suggestion is usually done by speakers to use the results as desired, using repetitive words can also make it easier for the consumer to give their attention and intended to buy the product. Advertisers also utilize creative language and intonation strategies to entice customers. Suggestions can be direction form that involves getting the consumer to accept the product without thinking of an idea, belief, or action.

For example, "Your face needs to be fresh, light & hassle-free. Get ready for an easy way to achieve a naturally radiant tan this summer with our Sublime Facial Water Mist." This ad is included in the type of suggestion technique. In the phrase "Your face should be fresh, light & hassle free". Advertisers try to persuade consumers to buy the products offered so that the buyer's face becomes fresh, light, and not complicated. Suggestion techniques like this try to make consumers believe the words intended by advertisers in the hope that buyers will be interested in buying. This Facial Water Mist Advertisers suggest that we should keep our skin fresh so we are confident, so the solution is to buy the products offered. Usually this technique is often used in advertisements because it will attract consumers to the product.

4. Conformity

Conformity is the process of conforming to what was intended or making something comparable to something else. Advertisers use this technique to modify the conditions and situations of customers. Advertisers may also produce commercials based on something popular or booming in the community, or something that is already widely known, to pique the attention of customers since the words of each marketer connect to their situation and sentiments.

For example, "the best glitter team. A dewy, no-makeup score radiant makeup by prepping the skin with a glow-revealing primer and layering our foundation". The suitability of this ad can be seen when the advertiser tries to align himself with the buyer by using the phrase "the ultimate gleam team". In that sentence, the advertiser seems to be in the buyer's position by calling him "the ultimate gleam team" who is looking for products to make skin glow.

5. Compensation

Compensation is the process of finding a replacement for something that is no longer acceptable through action or commercial consequences. The endeavor begins in a different setting from the last one. Advertisers will leverage the new scenario to persuade clients that by utilizing this product, they will find or obtain a better position. Its goods offer uses that were not available in earlier offerings.

For example, Want a retinol tip as a beginner? Try the #retinolsandwich! Layer your moisturizer under and then on top of your retinol serum. Reduce the risk of irritation! Revitalift Night Serum with PURE Retinol is available now. This sentence contains a type of compensation technique. The form of the compensation technique in the advertising sentence above can be seen in the sentence "Want a retinol tip as a beginner?" Advertisers try to provide answers or solutions to beginners in retinol tips making it easier for these beginners to choose serums that contain pure retinol.

6. Projection

Projection is a technique for transforming a topic into an object. If someone mentions someone he despises, he will show positive characteristics

about himself. Others' flaws will bear the brunt of your errors. In summary, advertisers will use this projection method to highlight the flaws of certain competing goods and then explain the benefits of utilizing their products to highlight the distinctions between their own products and those of others.

For example, “Our first clean Setting Spray with no performance or skin sacrifices. Oh, and did we mention: Alcohol – Free, Silicone Free, and Fragrance Free.” This advertising technique is a projection technique because it describes something good about the product being offered. This can be seen in the sentence "Our 1st clean Setting Spray with no performance or skin victim". Advertisers feel that products like these are what consumers are looking for because most beauty products use silicone ingredients, alcohol, and fragrances which can cause skin irritation if not suitable.

7. Displacement

Displacement is the process of shifting an intention or anything that is encountering difficulties to another location. In brief, displacement aims to take the viewer's or consumer's feelings, whether pain or delight, and flee with a new item.

For example, “Did you know that our bottles of HA Eye Serum with caffeine are recyclable and made using recycled glass? Because our planet is precious”. This ad is a type of displacement technique. This is because the Advertiser is trying to divert the purpose of advertising by informing them that this serum bottle can be recycled. The bottom line is that the Advertiser wants to tell consumers that it is important for people to take care of this planet because our planet is very precious. The advertiser also wants to highlight the product being offered which is “recyclable HA eye serum”, i.e. the bottle and the caffeine content. By purchasing this product, shoppers not only get benefits for their skin, but also help protect the planet.

This study uses the theory put forward by Keraf, which suggests that persuasive techniques are divided into seven categories: rationalization, identification, suggestion, conformity, compensation, displacement, and projection. Therefore,

researchers use seven persuasive techniques to influence consumers, as advertisers expect. This is because this technique can help analyze the persuasive techniques used by beauty product advertisements. Therefore, researchers get results about persuasive techniques as advertising language, especially on Instagram.

D. Persuasion process

The most significant aspect of persuasive success is the persuasion process itself. According to Renkema (1993: 128), the persuasion process has four components: source, channel, message, and receiver.

1. Source

The source, often known as the advertiser, is the sender of information or a message. In advertising, the source is the major aspect that determines whether or not a product is trusted, and customers also learn about the features and quality of a product from the source. The credibility of a corporation is tied to its source, the source's reputation in the community, and how consumers have responded to the product thus far.

2. Message

In this case, the message pays for the ad's content. Sometimes an advertisement may explain why a product is provided by using words or imagery. According to Pearson et al. (2003:17), communications are verbal and nonverbal representations of an idea that are communicated from the source to the recipient. Symbols, phrases, facial expressions, gestures, touch, tone of voice, and so on all contribute to the message's shape. Furthermore, commercial messages might be provided at the start, middle, or end of advertising. It is up to the advertiser's imagination.

3. Channel

This channel transports communications from advertising to consumers. There are several outlets, such as magazines, television, radio, newspapers, pamphlets, banners, and so on. The American Eagle, Forever21, ASOS, UNIQLO, and Armani Exchange are well-known online fashion businesses

around the globe. To make their products known to people all over the world, they use social media platforms such as Instagram, Facebook, and YouTube.

4. Receiver

The customer, audience, or target of the advertisement is referred to as the "receiver." The essence of the persuasive process is to present customers with positive intentions. Advertisers must comprehend their customers' prior knowledge. Advertisers can devise techniques for attracting people's attention by learning about their consumers' backgrounds.

E. Advertisement

People require a variety of items to meet their everyday requirements. They are sometimes perplexed as to how to locate what they want because there are so many options with various brands and characteristics. They require certain information to select the best one that meets their requirements. As a result, there is an advertisement that delivers a lot of information about the product being marketed. The content of the advertisement is written in a language other than the one used in everyday life.

An advertisement is a medium used to market things to the general audience. A commercial communication about a group of companies and their products that is distributed to the public through various media such as radio, newspapers, television, and others is defined as an advertisement (Lee and Johnson, 2004: 3). It is nearly identical to Bovce and Arens' viewpoint, "the nonpersonal delivery of information, generally paid for and usually persuasive in character, regarding items (goods and services) or ideas by the identifiable sponsor through multiple media" (1992: 7). It means that advertising is a medium for promoting items.

According to the definitions above, an advertisement is the delivery of information or the method of promoting a product, service, or concept by using persuasive language to capture the attention of customers. Furthermore, advertising serves certain helpful purposes. According to Tjiptono

“Advertising has four primary functions: informing the public about the product (informative), convincing individuals to buy the product (persuading), and updating information obtained by the community (reminding). When the public learns knowledge, and create a new atmosphere (entertainment) (2001,p. 139)”

According to Bovec and Arens, advertising serves five functions:

- 1) To identify and differentiate the product.
- 2) To provide product information (about the features of privileges and sales locations)
- 3) To urge customers to acquire and use the product,
- 4) To expand product distribution and boost product consumption.
- 5) To establish brand preferences and loyalty (1982: 81)

According to the description above, one of the most fundamental roles of advertising is to identify products and separate them from others. Advertisements and to Comey formation of the product, to form, report, and explain the attributes. In other words, ads are used not only to sell a product and encourage the public to buy it, but also to gain the advantage of using the product.

CHAPTER III

RESEARCH METHOD

The research methods section describes the research design, data source, research instrument, data collection, and data analysis. They are handled as follows:

A. Research Design

This study used descriptive qualitative to analyze the technique persuasive in beauty product advertisement. The qualitative method seeks to characterize and completely explain the meaning of advertisement vocabulary in context, with a focus on persuasive diction. Language research (linguistics), according to Mahsun (2007:31), is an activity that explains or identifies the topic of study regarding the general environment that permits research data. As a result, the descriptive approach, which is a methodical manner of working, is utilized to help with this investigation.

The descriptive technique summarized data in words or visuals to make it easier to grasp and infer, and the data collected might originate from films, notes, or scripts. The data are described using their unique characteristics and organized using linguistic writing (Djajasudarma: 2006:16-17). Descriptive research is used to characterize the data under consideration. According to the study conducted on the subject of language, the proper method of research is required. It is intended that by using this research approach, the study outcomes would be more relevant and methodical, resulting in more accurate results.

B. Research Instrument

The key instrument is the researcher herself. Researcher searched and collected data to analyzed persuasive techniques used to advertise "Make Over" brand beauty products which became the topic of this study. The data was obtained by searching and collecting to examine the persuasive techniques used in promoting the beauty products that were the subject of this research. According to

Bogdan and Biklen (1998:77), in qualitative research, people are the main tool for data collection and analysis.

The researcher acted as a key instrument because the researcher searched for data, collected data, then analyzed the data herself. After that, the researcher tried to answer the research questions in this study. This was done independently by the researcher. Therefore, in order to analyze the persuasive techniques used in advertising, reap the responsibility to collected, investigated, and evaluated the data presented in the advertisement text. This research then produced an evaluation of the form of words, phrases, or sentences used in the product caption "Make Over" which included forms of advertisement and persuasive techniques on Instagram page.

C. Data and Data Source

The data form of words and sentences from captions taken from the Instagram account of the beauty product brand "Make Over". Sources of data collected by researcher directly from the main object so that researcher got information that can answer research questions. The source of this research data is a caption taken from the Instagram page of the beauty product brand "Make Over".

Researcher looked for social media accounts for the beauty product brand "Make Over" which aims to found some advertisement data that applied persuasive techniques used in advertisement beauty products. The source of this data is taken from the caption of the Instagram page uploaded by the beauty product account of the "Make Over" brand to advertised their products.

D. Data Collection

The procedure for collected data in this study is the documentation technique. This technique is carried out to search and find data about persuasive techniques and their application in the caption of the Instagram account for beauty products "Make Over". Data collection techniques are methods used by researcher to collect research data from data sources. Data collection techniques are a must

because this data collection techniques are used as the basis for compiling research instruments.

In data collection, this research used documentation data collection techniques. Researcher collected data from captions taken from several Instagram posts of beauty products "Make Over" in March - May 2021 which coincided with the edition of Ramadan - Eid Raya. First, the researcher took data from the Instagram application that used a personal account. Then, the researcher looked for the official "Make Over" beauty product Instagram account. After that, the researcher took a caption containing persuasive techniques by grouping them according to the persuasive techniques applied to facilitate data analysis.

E. Data Analysis

The researcher followed various measures during the data analysis process to ensure that data analysis could be completed in a methodical manner. Following the collection of all data, it is categorized and validated in accordance with the approach employed. Based on Gorys Keraf's thesis, the following sorts of persuasive methods are classified: rationalization, identification, suggestion, conformity, compensation, projection, and displacement strategies. It intended to simplify the data analysis process in order to address the research questions in this study. The researcher attempted to explain how convincing strategies are used in advertisement. After studying the approach utilized, the researcher attempted to examine the language structure in the advertisement so that, in the end, conclusions based on data analysis could be reached.

CHAPTER IV

FINDING AND DISCUSSION

The findings of the study's persuasive strategies in the captions of "Make Over" advertisement on the Instagram page are analyzed and discussed in this chapter. Ghorys Keraf's explanations of the theory of the many types of persuasive strategies were used to examine the data. This chapter has two sections: study findings and discussion.

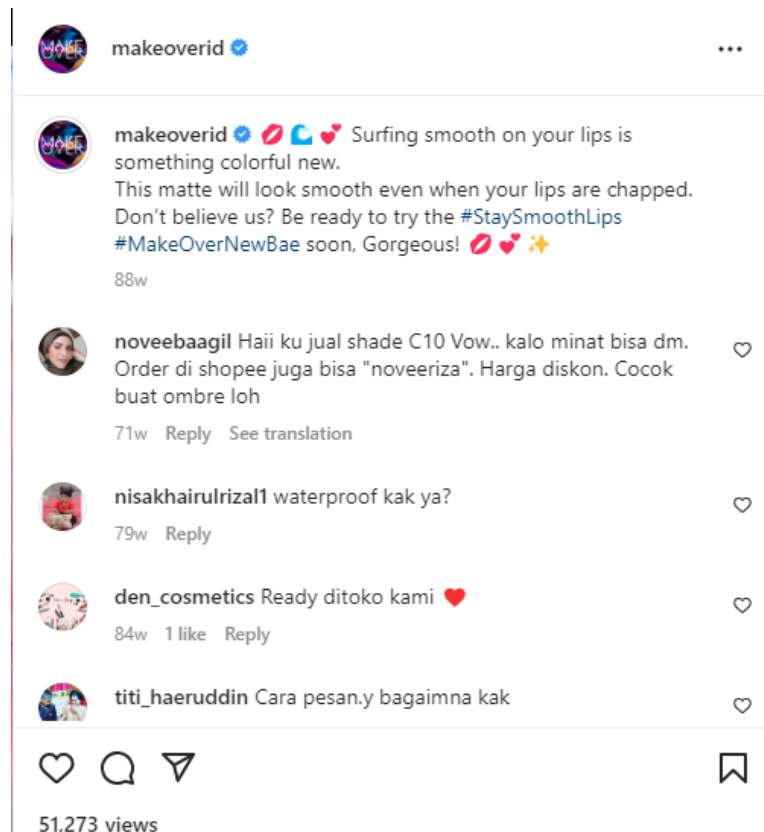
A. Findings

There are many captions on Instagram, but they did not necessarily use persuasive strategies. The researcher must choose a caption that incorporates components of persuasive approaches. The researcher gathered data for the study from the captions of "Make Over" commercials posted on Instagram in March and May 2021, which included aspects of persuasive strategies. The researcher discovered in this study was based on Ghorys Keraf's notion of persuasive strategies in advertising. It is used to solve the research question posed in Chapter I. The first research question is what persuasive techniques are used to investigate on "Make Over" advertisement Instagram Caption. This study discovered seven persuasive techniques: (1) Rationalization, (2) Identification, (3) Suggestion, (4) Conformity, (5) Compensation, (6) Displacement, and (7) Projection are the seven stages of thought. The second research question is to learn how are persuasive techniques used to investigate on "Make Over" advertisement Instagram caption. Each data point has sub-points that the researcher examines. The researcher puts the sub-points in each data point in italics in this chapter.

1. Rationalization

Rationalization is a type of persuasion technique that is distinguished by restricting reason to rationalize a problem. The source of an issue is not the basis or rationale. The analytical approach employed in this investigation is discussed further below:

Datum 1:



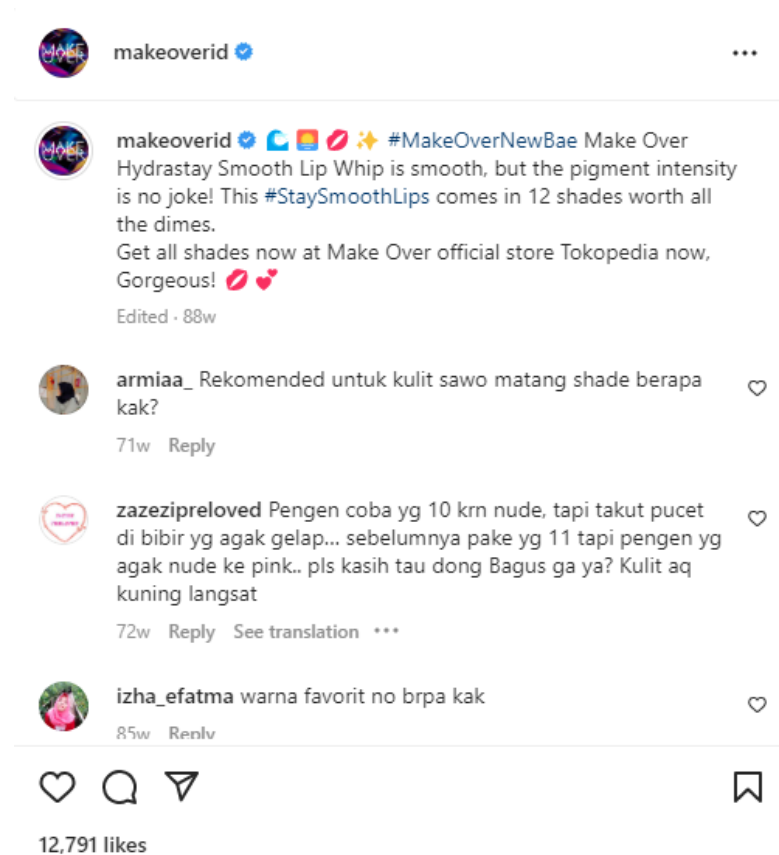
(Picture 4.1 taken from Instagram's official of Make Over on March 2, 2021)

“Surfing smooth on your lips is something colorful new. This matte will look smooth even when your lips are chapped. Don't believe us? Be ready to try the StaySmoothLips MakeOverNewBae soon, Gorgeous!”

The rationalization approach is employed by advertisers in their advertisements. This is demonstrated by the phrase "Surfing smooth on your lips is something colorful new. This matte will look smooth even when your lips are chapped." This advertisement statement is intended to persuade purchasers that the product may help them get a flawless lip look with a variety of matte hues. This advertisement attempts to persuade customers to test different lip tints in order to have smoother lips. "Don't believe us?" Be ready to try "StaySmoothLips," which is also designed to instill customer confidence that this product will leave your lips smooth and not chapped, as well as enduring.

To convey the advertising message above, the advertiser uses a compound sentence because in that sentence there are two independent clauses, namely, "Surfing smooth on your lips is something colorful new. This matte will look smooth even when your lips are chapped." In the first sentence, "Surfing smooth on your lips is something colorful." "Surfing" is classified as a verb, "your lips" as an object of "colorful new" as the second object, and "smooth" as an adjective. In the second sentence, "This matte will look smooth even when your lips are chapped," using the simple sentence "This matte" is classified as subject "will look" as the verb "smooth" as object "when" is the coordinate clause "your lips" as object "are chapped" is a verb.

Datum 2:



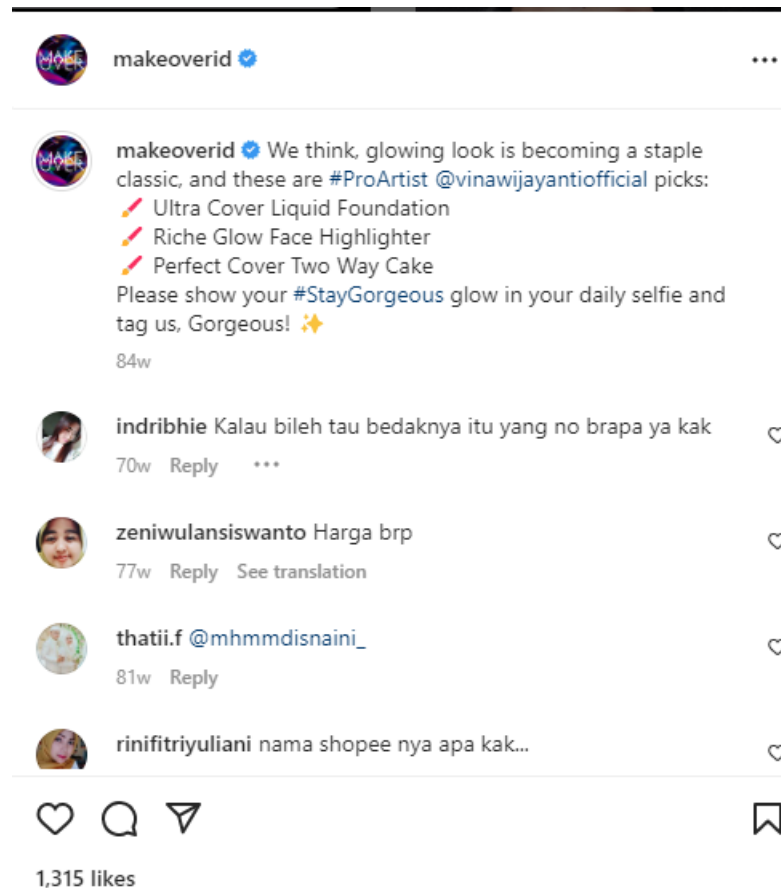
(Picture 4.2 taken from Instagram's official of Make Over on March 4, 2021)

"Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This StaySmoothLips comes in 12 shades worth all the dimes. Get all shades now at Make Over official store Tokopedia now, Gorgeous!"

The rationalization technique used by advertisers can be seen in the caption, "Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This StaySmoothLips comes in 12 shades worth all the dimes." With this caption, the advertiser is definitely telling consumers that by using Make Over lipstick, they will look soft, fresh, and confident to meet everyone. This advertising grabs consumers' attention with the words, "But the pigment intensity is no joke!" This tactic is vital for advertisers and their customers to create partnerships. The advertisement describes the lipstick, which comes in 12 hues, in the text above the words "This StaySmoothLips comes in 12 colours worth all the dimes." In this advertising, the advertiser describes the lipstick, which comes in 12 hues, but buyers may be creative with the color they choose.

To convey the advertising message above, advertisers use complex sentences because in these sentences there are coordinate conjunctions, namely, "Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke!" This sentence consists of "Make Over Hydrastay Smooth Lip Whip" as the subject, "is" as to be as a verb, "smooth" as the adjective, "but" as a coordinate conjunction, "the pigment intensity" as the subject, "is" to be as a verb, and "no joke" as an object. The next sentence "This StaySmoothLips comes in 12 shades worth all the dimes" including simple sentences "This StaySmoothLips" is the subject, "comes" is classified as a verb, and "in 12 shades worth all the dimes" is the object.

Datum 3:



(Picture 4.3 taken from Instagram's official of Make Over on March 13, 2021)

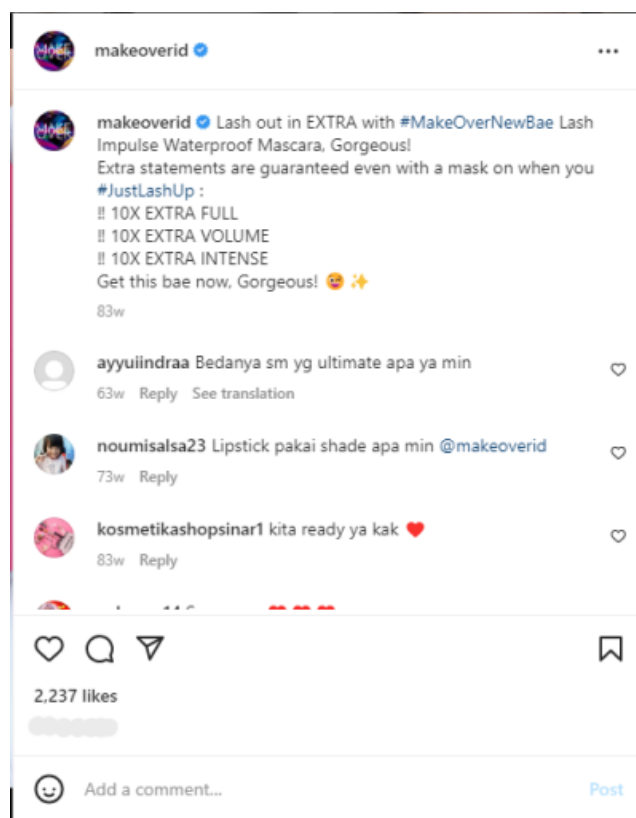
*"We think, glowing look is becoming a staple classic, and these are ProArtist @vinawijyantiofficial picks:
 Ultra Cover Liquid Foundation
 Riche Glow Face Highlighter
 Perfect Cover Two Way Cake
 Please show your StayGorgeous glow in your daily selfie and tag us, Gorgeous!"*

The rationalization approach is a tactic employed by advertisers in advertising. The statement "We think, glowing look is becoming a staple classic, and these are ProArtist vinawijyantiofficial picks." demonstrates this. This commercial rationalizes a bright look with Make Over make-up options. Advertisers here, in addition to text, use images that entice people to buy these items so that their appearance is traditional and naturally shining. Advertisers also emphasize the cosmetics that must be possessed in order to have a bright look,

such as the items used by Vinawijyantiofficial Make Up Artists, who are also mentioned in the caption.

To convey the advertising message above, advertisers use 2 sentences. The first sentence is "We think, glowing look is becoming a staple classic, and these are ProArtist vinawijyantiofficial picks." Including compound sentences because it consists of more than 2 subjects and predicates, "we" as the subject, "think" as a verb, "glowing look" as an object, "is becoming" as a verb, "a staple classic" as an object, "and " conjunction, "these are" demonstrative noun, ProArtist vinawijyantiofficial as subject, "picks" as a verb. Meanwhile, the second sentence of the advertisement is complex sentence because it contains an independent clause, a dependent clause, and a subordinate conjunction. an independent clause in the sentences "Ultra Cover Liquid Foundation, Riche Glow Face Highlighter, and Perfect Cover Two-Way Cake." The dependent clause here is in the sentence "Please show your Stay Gorgeous glow in your daily selfie and tag us, Gorgeous!" and there is a subordinate conjunction "and" in that sentence.

Datum 4:



(Picture 4.4 taken from Instagram's official of Make Over on April 1, 2021)

*“Lash out in EXTRA with #MakeOverNewBae Lash Impulse Waterproof Mascara, Gorgeous!
Extra statements are guaranteed even with a mask on when you #JustLashUp :
10X EXTRA FULL
10X EXTRA VOLUME
10X EXTRA INTENSE
Get this bae now, Gorgeous!”*

The technique used by advertisers in advertising is rationalization technique. It can be seen from the sentence "Lash out in EXTRA with MakeOverNewBae Lash Impulse Waterproof Mascara, Gorgeous! Extra statements are guaranteed even with a mask on when you JustLashUp." Advertisers make consumers interested in the latest product released by Make Over, namely Lash Impulse Waterproof Mascara, which has many advantages over other mascaras. Advertisers even wrote, "Extra statements are guaranteed." to ensure customer satisfaction when buying and using this Lash Impulse Waterproof Mascara product. With a guarantee that is strengthened by the words "10X EXTRA FULL, 10X EXTRA VOLUME, 10X EXTRA INTENSE," this statement makes consumers believe that when they use this product, their eyelashes will look 10X extra full, volume, and intense.

To convey the above advertising message, the advertiser uses 2 sentences. The first sentence in the ad is “Lash out in EXTRA with #MakeOverNewBae Lash Impulse Waterproof Mascara, Gorgeous!. Including simple sentences because they do not use conjunctions and only consist of independent sentences “lash out” which are classified as verbs, “extra” as adjectives, “with MakeOverNewBae Lash Impulse Waterproof Mascara” as adverbs, “Gorgeous” as adjectives. Then, in the second sentence, the advertiser uses simple sentences “Extra statements are guaranteed even with a mask on when you #JustLashUp ” with the subordinate “when”.

Datum 5:

(Picture 4.5 taken from Instagram's official of Make Over on April 8, 2021)

"Be easy on yourself like a #StayGorgeous Sultana you are destined to be! Use Hydrastay Smooth Lip Whip while fasting for lips that won't crack even under dehydration! Because, your gorgeous look is as strong as your will power & soul!"

This technique that advertisers use is a rationalization technique, by looking at the sentence "Be easy on yourself like a StayGorgeous Sultana you are destined to be!" Advertisers make this ad as a motivation for consumers to make it easier for consumers to look like Sultana which can be obtained by using Hydrastay Smooth Lip Whip. The use of Hydrastay Smooth Lip Whip is suitable when fasting and avoids chapped lips even when dehydrated and lack of fluids. The advertiser strengthens their argument by stating that a beautiful appearance will be as strong as your will and your soul, especially when using Hydrastay Smooth Lip Whip.

To convey the advertising message above, advertisers use two sentences, because in these sentences there are simple sentences and compound sentences. The first sentence is dependent sentences "Be easy" classified as a verb, "yourself" as an object, "like" as a verb, "a StayGorgeous Sultana" as an object, "you are" as a subject, "destined" as a verb. The second dependent sentences "use" becomes a verb, "Hydrastay Smooth Lip Whip" becomes an object classification, "while" as a subordinate conjunction, "lips" becomes an object, "that" becomes a subordinate conjunction, "crack" as a verb, "dehydration" is classified as an adjective.

Datum 6:



(Picture 4.6 taken from Instagram's official of Make Over on April 15, 2021)

"@janineintansari looks fresh and eye-catching without looking too overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about your #NUDEATTITUDE look? Which one is your lip combo?"

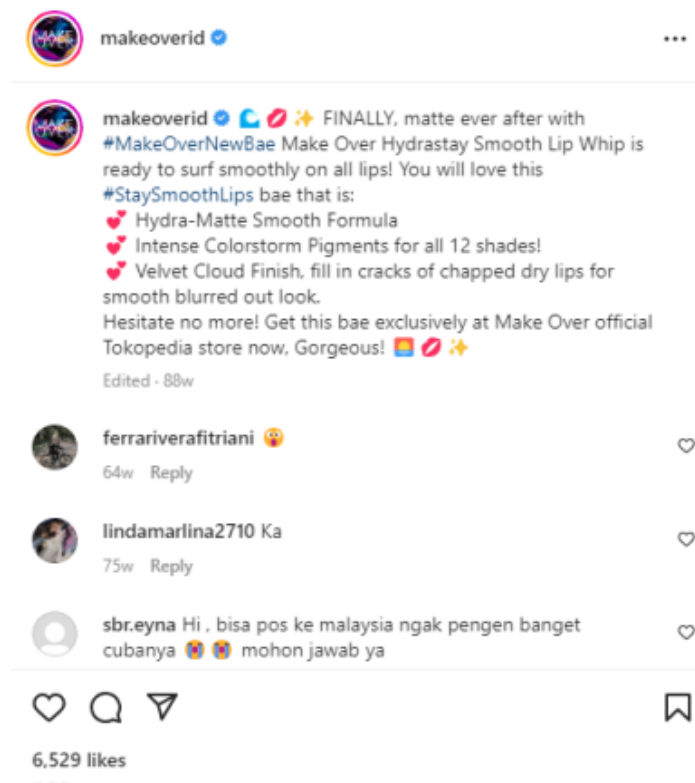
Advertisers utilize rationalization strategies in the first phrase of the caption: “janineintansari looks fresh and eye-catching without looking too overboard in this look”. This method is critical for advertisers and their customers to create relationships. Advertisers justify the quality of the goods. According to the remark, if consumers want to seem fresh and sophisticated, they must use lipstick. Advertisers strive to promote their products by collaborating with models. With the lipstick applied, it seems attractive and fresh in the shot. Furthermore, he displays a huge number of lipstick hues from Make Over, demonstrating how to pick a color that flatters the lips. This is repeated in the second sentence: “She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about your #NUDEATTITUDE look? Which one is your lip combo?” By asking questions, these advertisements capture the attention of customers. Advertisers express to customers that they will look fresh and confident wherever they go by using this caption.

To convey the caption above, advertisers use two sentences, because in these sentences there are compound sentences and simple sentences. The first sentence is an independent sentence. "Look fresh" is classified as an object; "eye-catching" is classified as an object; "looking" is classified as a verb; and "overboard" is an adverb. "In this look" is also an adverb. "She" is classified as a subject, "used" as a verb, "the combo of posh for her inner lips and couture for the outer lips" as an object, and combined with a subordinate conjunction.

2. Identification

Identification is a type of persuasion method that involves attempting to match the persuasive actor with another item.

Datum 7:



(Picture 4.7 taken from Instagram’s official of Make Over on March 3, 2021)

“FINALLY, matte ever after with #MakeOverNewBae Make Over Hydrastay Smooth Lip Whip is ready to surf smoothly on all lips! You will love this #StaySmoothLips bae that is:

- ♥ Hydra-Matte Smooth Formula*
- ♥ Intense Colorstorm Pigments for all 12 shades!*
- ♥ Velvet Cloud Finish, fill in cracks of chapped dry lips for smooth blurred out look. Hesitate no more! Get this bae exclusively at Make Over official Tokopedia store now, Gorgeous!”*

Advertising techniques include identification techniques. In this ad, the advertiser tries to identify the items being offered. Here advertisers try to promote the superiority of goods by positioning themselves to understand consumers. In the sentence “FINALLY, matte ever after with #MakeOverNewBae Make Over Hydrastay Smooth Lip Whip is ready to surf smoothly on all lips! You will love this #StaySmoothLips bae that is:.” Advertisers emphasize to shoppers that they will have a matte look forever if they use their product Make Over Hydrastay Smooth Lip Whip. Advertisers also try to recognize that the advertised product

will be very intense to use for all 12 colors and can fill the gaps in dry and chapped lips.

In the ad above there are compound sentences in it. The first sentence of the dependent clause and the independent clause "finally" becomes a preposition, "matte" becomes an object, "ever after with" becomes a coordinate conjunction. The second sentence has independent clauses in the words "Make Over Hydrastay Smooth Lip Whip" as a subject, "is ready" as a verb, "to surf smoothly on all lips" as an object, "you" as a subject, "will love" as a verb, "this Staysmoothlips" is object.

Datum 8:



(Picture 4.8 taken from Instagram's official of Make Over on April 18, 2021)

"Flawless complexion reflect consumer true intentions. Come and reflect with us on consumer favorite Make Over complexion product". #IedMubarak #ReflectOnGorgeous

An advertiser wishes to launch the Make Over product. According to the caption, if consumers want to have a beautiful and perfect face, they should utilize

Makeover goods. Advertisers using the hashtag ReflectOnGorgeous can also spark customers' interest in Makeover items. Advertisers employ the suggestion technique in the statement "Come and reflect with us on consumer favorite Make Over complexion product!" Advertisers advise to consumers that if they visit the Makeover store, they may share and consult on Makeover items.

In the ad above, there are two sentences that are included in the compound sentences, the first sentence is the independent sentence "flawless complexion" as the object, "reflect" becomes the verb, "consumer" becomes the subject, "true intentions" as the object, the second sentence is the dependent sentences "come and reflect" as an object, with a subordinate conjunction, "us on consumer favorite Make Over complexion product" as an object.

3. Suggestion

A persuasive technique is simply a suggestion. The proposal is an activity requiring emotional strength. This research will also look at the usage of recommendations and persuasive approaches.

Datum 9:

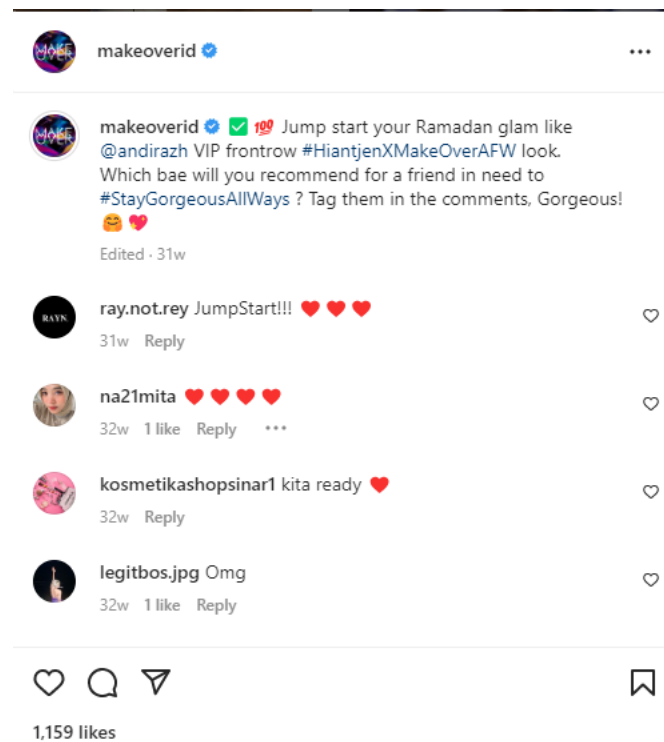


(Picture 4.9 taken from Instagram's official of Make Over on April 25, 2021)

"Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen couture collection. Please go to our youtube channel for full glam ramadan inspo, Gorgeous! "

This advertisement is part of the suggestion strategy. Advertisers strive to encourage shoppers to experience the beauty of life with collections from Make Over in partnership with Hyantjen in the line, "Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen couture collection." Hiantjen is an internationally recognized painter who has worked on several goods with Hiantjen. Make Over collaborates with makeup in distinctive packaging inspired by a makeup painting, ensuring that many consumers will be intrigued by Make Over's products and desire to possess their own. In response to the suggestion strategy employed in this campaign, it is included in "Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen couture collection. Please head to our youtube channel for complete glam Ramadan inspo, Please visit our YouTube channel for complete glam Ramadan inspiration, Gorgeous! "With this line, customers will now know that if they want to view a complete catwalk video of the Make Over models in the Hiantjen edition, they should go to the Make Over YouTube account.

The first sentence of the commercial above has two distinct sentences. "Feel" is a verb in this sentence, "Your StaygorgeousAllways" is an object in this sentence, "come" is a verb, "life in 'Provenance' @hiantjen couture collection" is an object in this sentence, "go to" is a verb, "our youtube channel" is an object in this sentence, "full glam Ramadan inspo" is an adverb of time.

Datum 10:

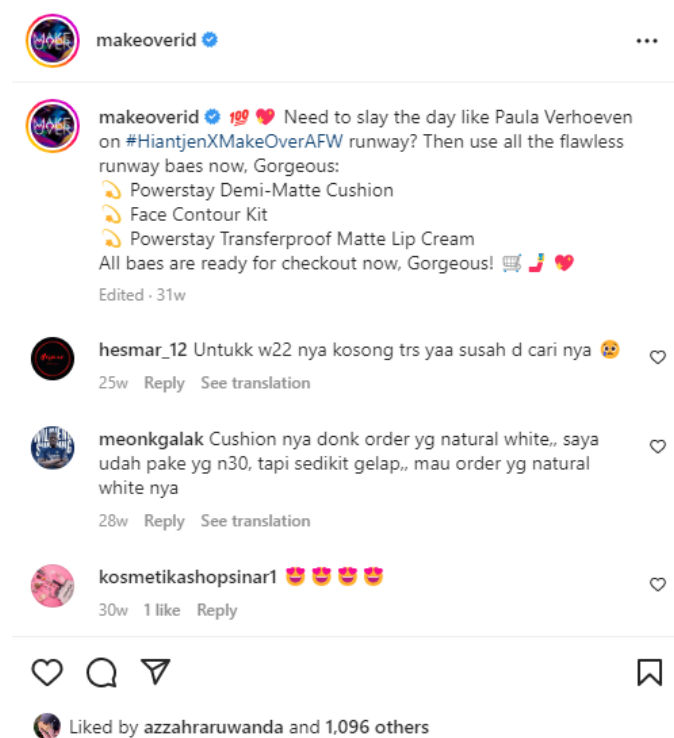
(Picture 4.10 taken from Instagram's official of Make Over on May 10, 2021)

"Jump start your Ramadan glam like @andirazh VIP frontrow #HiantjenXMakeOverAFW look. Which bae will you recommend for a friend in need to #StayGorgeousAllWays ? Tag them in the comments, Gorgeous!"

The advertisement was obtained from Instagram and sells the Eyeliner Makeover product. With a picture and message, the artist wishes to present Make Over's own eyeliner in this commercial. The Eyeliner Makeover is the greatest since it has excellent smudge resistance. "Jump start your Ramadan glam like Andirazh VIP frontrow's #HiantjenXMakeOverAFW look," the phrase says. Advertisers propose that customers begin Ramadan with a glam makeup appearance, as described by andirazh, and that consumers invite additional friends to wear glam cosmetics from Make Over as needed. Customers are then asked to encourage their best friends to appear beautiful using Make Over cosmetics using the suggestion approach. Then, in response to the suggestion strategy used in this advertisement, list their closest friends.

In the ad above, there are compound sentences; the first sentence is an independent sentence. with "jumpstart" as a verb, "your Ramadhan" in this sentence as the object, "glam like Andirazh" in this sentence as the object, and "front row" as the adverb of place. The second sentence is a dependent sentence; "which" becomes a question word, "you" as a subject, "recommend" as a verb, and "a friend" as an object in this sentence.

Datum 11:



(Picture 4.11 taken from Instagram's official of Make Over on May 3, 2021)

*“Need to slay the day like Paula Verhoeven on #HiantjenXMakeOverAFW runway? Then use all the flawless runway baes now, Gorgeous:
Powerstay Demi-Matte Cushion
Face Contour Kit
Powerstay Transferproof Matte Lip Cream
All baes are ready for checkout now, Gorgeous!”*

The advertiser conveys to consumers in this advertisement, which employs the suggestion technique, as evidenced by the sentence "Then use all the flawless runway baes now, Gorgeous," that if they want to have a flawless appearance like Paula, they can use and own Make Over products. The advertisement also

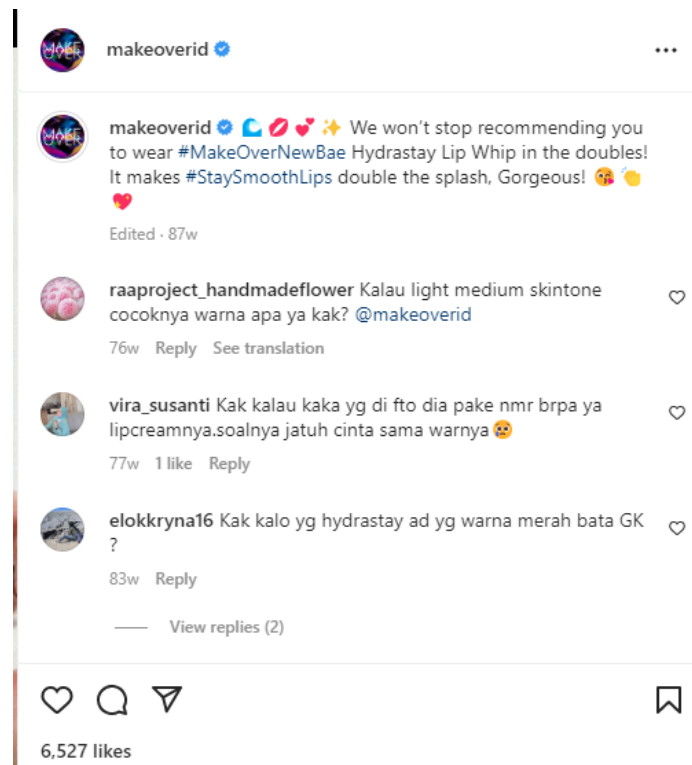
explains what the products are in the sentence "Power Stay Demi-Matte Cushion, Face Contour Kit, and Power Stay Transferproof Matte Lip Cream." Advertisers do not only provide advice but also provide a choice of products that consumers can have. If you want to have smokey eyes and a bronzed complexion, you can use a Power Stay demi-matte cushion, which is a light makeup base that can cover blemishes on the face. The kit is a face contour to disguise chubby cheeks and an imperfect nose, and Power Stays transfer-proof matte lip cream, which is a lip cream with a long shelf life so consumers don't need to touch up many times at special moments; they are always on point.

In the ad above, there are two sentences that are included in the compound sentences. The first sentence: "Need to slay the day like Paula Verhoeven on the HiantjenXMakeOverAFW runway?" Then use all the flawless runway baes right now, Gorgeous:" This is included in the independent clause, which is linked to the dependent clause via the subordinate conjunction. And the second sentence is a dependent clause, "Powerstay Demi-Matte Cushion, Face Contour Kit, and Powerstay Transferproof Matte Lip Cream," which is connected by the conjunction "and" by the next independent clause, "All goods are ready for checkout now, Gorgeous!"

4. Conformity

Conformity, as defined in the theoretical research above, is a desire or action to become like to something else. Furthermore, conformity is a mental technique for adjusting or conforming to something wanted.

Datum 12 :



(Picture 4.12 taken from Instagram's official of Make Over on May 13, 2021)

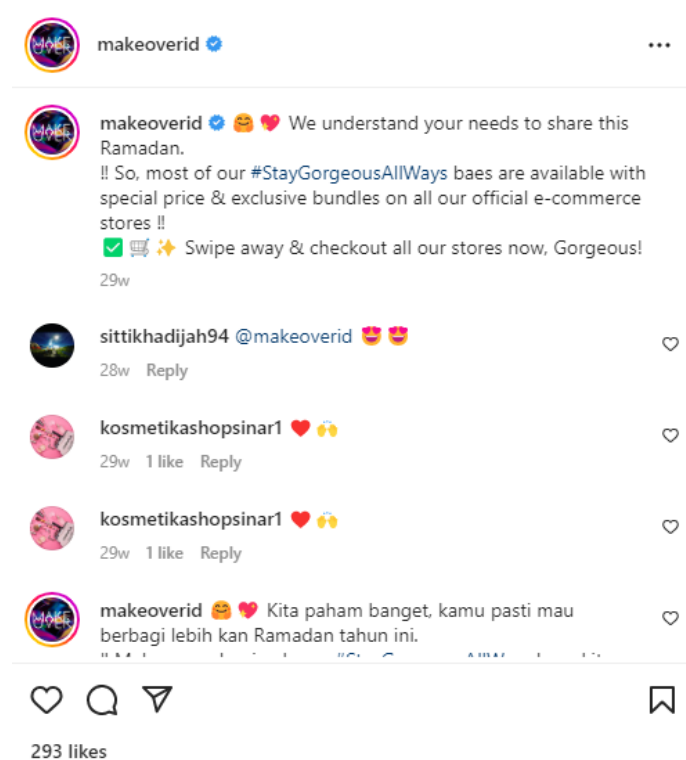
"We won't stop recommending you to wear Make Over New Bae Hydrastay Lip Whip in the doubles! It makes Stay Smooth Lips double the splash, Gorgeous!"

The technique used in the advertisement in this caption is the conformity technique. It can be seen from the sentence, "We won't stop recommending you wear Make Over New Bae Hydrastay Lip Whip in the doubles!." From this sentence, advertisers position themselves as consumers and do not want to stop recommending Hydrastay Lip Whip MakeOver products to consumers. Advertisers use this technique to gain trust in their advertisements so that all consumers are even more interested in buying and using Hydrastay Lip Whip MakeOver products which give a dazzling appearance every time.

In the advertisement above, there are simple sentences and dependent clauses. Judging from the first sentence "we" is classified as a subject in the first sentence which is included in the simple sentence, "won't" is also to be negative because there are "not", and "stop" as a verb, "recommending you" as a present participle with followed by a bare infinitive, "wear" as a verb, "Make Over New Bae

Hydrastay Lip Whip" as an object, "in the doubles" adverb of place, in the second sentence dependent sentences "It makes Stay Smooth Lips double the splash, Gorgeous!."

Datum 13:



(Picture 4.13 taken from Instagram's official of Make Over on May 20, 2021)

"We understand your needs to share this Ramadan. !! So, most of our #StayGorgeousAllWays baes are available with special price & exclusive bundles on all our official e-commerce stores !! Swipe away & checkout all our stores now, Gorgeous!"

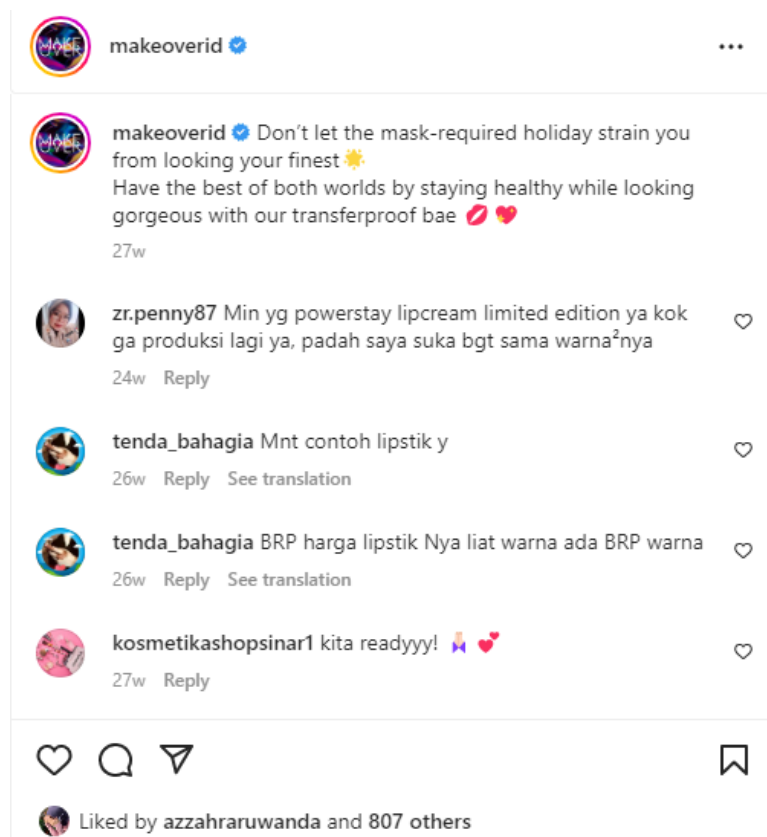
The conformity in this advertisement is when the advertiser tries to align himself with the buyer by using the sentence, "We understand your need to share this Ramadan!" In this sentence, the advertiser seems to know what consumers always need to start Ramadan, so the advertiser shares the caption. Advertisers are still attempting to persuade buyers from the standpoint of consumers that using makeover products produces the best results for your every beautiful moment.

In the sentence above, there are several compound sentences. In the first sentence, there is a dependent clause that is connected with a subordinate conjunction: "We understand your need to share this Ramadan." As a result, the majority of our #StayGorgeousAllWays bags are now available with special pricing and exclusive bundles on all of our official e-commerce stores. Then comes the subordinate conjunction "so," followed by several dependent sentences: "most of our #StayGorgeousAllWays baes are available with special prices and exclusive bundles on all our official e-commerce stores!" "Swipe away and check out all our stores now, gorgeous!"

5. Compensation

Compensation is the act or outcome of attempting to find a substitute for an unsatisfactory object, attitude, or intolerable state. Attempts to find a substitute arise as a result of dissatisfaction produced by the original action or event.

Datum 14:



The image shows a screenshot of an Instagram post from the account 'makeoverid'. The post text reads: "Don't let the mask-required holiday strain you from looking your finest ☀️ Have the best of both worlds by staying healthy while looking gorgeous with our transferproof bae 💋❤️". Below the post are five replies from users: 'zr.penny87', 'tenda_bahagia', 'tenda_bahagia', and 'kosmetikashopsinar1'. At the bottom, there are icons for liking, commenting, and sharing, and a notification that the post is liked by 'azzahruwanda and 807 others'.

(Picture 4.14 taken from Instagram's official of Make Over on May 7, 2021)

*"Don't let the mask-required holiday strain you from looking your finest ✨
Have the best of both worlds by staying healthy while looking gorgeous with our
transferproof bae"*

This is a sort of advertisement that employs compensation strategies. "Don't allow the mask-required holiday strain you from looking your best," the caption says. Advertisers address the worries of ladies who wish to take a vacation during a pandemic, like in the caption, "Have the best of both worlds by keeping healthy while looking pretty with our transfer proof bae." This type of advertising attempts to highlight undesirable issues and offers a solution to all of these problems by providing solutions that can alleviate all of women's concerns. Advertisers explain that you don't have to be concerned about the present global scenario, which is a pandemic, and that you must wear a mask but still want to appear attractive.

The ad sentences above contain compound sentences. In the first sentence, there are dependent sentences without using a conjunction. "Don't" is added by showing negative sentences, "let" as a verb, "the mask required" as an object, and "holiday" as an adverb of time. The second sentence includes independent sentences that use coordinate conjunctions.

6. Displacement

Displacement is a process in which an object or objects confront impediments and the goals of other things that replace the initial sense of hatred, or occasionally emotion. In persuasion, the speaker or writer attempts to persuade the audience or readers to change their minds about particular things or aims in favor of others.

Datum 15



(Picture 4.15 taken from Instagram's official of Make Over on April 15, 2021)

"This is a gentle reminder to checkout your Ied Raya Festive Package now, Gorgeous !! All baes are guaranteed to deliver warm hugs & smiles to for everybody who wants to #StayGorgeousAllWays . Please check them put now, Gorgeous!"

The above advertisement employs a displacement method. This is because the advertiser is attempting to deflect attention away from the advertisement's intended purpose by reminding consumers to check out the Eid Raya Festive Package, which is more cost-effective for the appearance of Hari Raya makeup. The text reads, "All baes are guaranteed to provide warm embraces and smiles to everyone who desires to StayGorgeousAllWays." Advertisers promise that by purchasing this product, users will receive not only a wonderful cosmetic appearance, but also a lot of warm and cheerful hugs and smiles for individuals who wish to StayGorgeousAllWays.

The advertisement above uses complex sentences because there are independent clauses that are connected by a subordinate conjunction. "a gentle" is classified as a subject, "reminder" as a verb, "your Ied Raya Festive Package" as an object, "now" as an adverb of time, "all baes" as a subject, "are guaranteed" as a verb, "deliver warm hugs and smiles to everybody" as an object, "who" as a subordinate conjunction, "wants" as a verb, "gorgeous."

7. Projection

Projection is a method of changing a subject into an object. If asked to say something negative about his product, he would try to describe something positive about it.

Datum 16:



(Picture 4.16 taken from Instagram's official of Make Over on April 17, 2021)

“Want to know MUA’s secret of long-lasting makeup? Start with prepping your skin to create a silky-smooth canvas for your makeup to adhere to. Powerskin Water Charge Moisturizer contains Hyaluronic Acid, Adenosine,

Allantoin, and Glycerin that gives maximum hydration that makes makeup clings longer without cracks or patchy.”

Advertising technique is a projection technique. The first sentence in the advertisement above tries to answer the durability of Make Over products to MUAs compared to other products. When choosing a product for all the needs of MUA, they are often worried about the durability of the product that will be used because the client's make-up must appear with perfect results and not only that, it also has to last a long time. As in the caption “Start with prepping your skin to create a silky-smooth canvas for your makeup to adhere to.” This sentence tells the MUA to first prepare the client's skin to always be silky smooth so that the makeup adheres perfectly. As well as the advantages of makeover products that provide maximum hydration which makes makeup last longer.

The advertisement sentence above has both a simple and a complex sentence. Because there is only one independent clause without a conjunction, the first sentence is a simple sentence. This links it to another phrase. The second sentence, on the other hand, is a compound sentence because it contains conjunctions that connect one sentence to another.

B. Discussion

Lots of people use social media as a place to run and develop businesses and businesses and implement digital marketing. Instagram is a social media platform where many advertisers sell and promote their products. Instagram can also be used free of charge for advertising media and can be accessed at any time. Especially now that there are many influencer beauty and fashion product artists on Instagram who like to share their experiences using these products or goods. At one time, this would certainly be a distinct advantage for the products we want to offer with a very wide range and can be accessed by anyone at any time. The purpose of advertising is to enlighten people about a product. To attract customers, marketing must use attractive language. Advertisers, on the other hand, must use persuasion strategies to promote their ads. The researcher explains the research findings in this chapter. Researchers examined Make Over ad data. The researcher found 7 approaches used in this product. From the 16 data collected, it

can be seen that the persuasive presentation of techniques used in advertising beauty products, namely: rationalization 38%, identification 13%, suggestion 18%, conformity 13%, compensation 6%, displacement 6 %, and a projection of 6%.

Rationalization technique is the process of using reasons to justify a problem to gain consumer trust. We can see an example in (D.1) “Surfing smooth on your....” (D.2) “Make Over Hydrastay Smooth Lip Whip is.....” (D.3) We think, glowing look is becoming a staple classic, and these are (D.4) Lash out in EXTRA with (D.5) Be easy on yourself like a.... (D.6) @janineintansari looks fresh and eye-catching without.....” in this advertisement, the advertiser is trying to build consumer confidence that the product is good and consumers can search all day long and can be purchased via social media or E-commerce anything. Identification is a persuasive technique characterized by efforts to identify or identify persuasive actors with other objects. We can see an example in (D.7)“FINALLY, matte ever after with.....(D.8)“Flawless complexion reflect consumer true..... In this ad, the advertiser tries to identify the item being offered. Here, Advertisers try to promote the superiority of goods by positioning themselves to understand consumers. The advertisers are trying to convince consumers by positioning themselves as consumers who will bring this product, especially for outside activities. This product offers advantages that can attract consumers to be interested in this product.

Next is a suggestion. In order to advertise a product, the Advertiser must choose an implicit sentence to make the consumer interested in the product. We can see an example, (D.9) ”Feel your #StayGorgeousAllWays come to life in... (D.10) Jump start your Ramadan glam like @andirazh VIP frontrow.... (D.11) Need to slay the day like..... Suggestion techniques try to make consumers believe the words intended by the Advertiser in the hope that consumers will be interested in buying this product. Advertisers recommend that consumers try this product for fast results. Advertisers try to provide suggestions for consumers to consider choosing this. Finally, advertisers advise consumers to buy the products offered.

Conformity is the desire or action to make oneself similar to something else. In addition, conformity is a mental mechanism for adjusting or adjusting to something desired. Once again, we can see an example (D.12) We won't stop recommending you to.... (D.13) We understand your needs to share this..... The suitability of this ad is seen when the advertiser tries to align himself with the buyer by using sentences that position him as a consumer who really needs Make Over products this.

The next technique is compensation. Compensation is the act or result of trying to find a replacement for an unacceptable behavior, behavior or condition. We can see the example (D.14) Don't let the mask-required holiday strain you from looking your finest..... This form of advertising tries to raise an unacceptable problem, then provides a way out of this problem by offering a product that is unacceptable. can solve it. In the ad sentence above, the advertiser is trying to provide a solution to the problem that occurs when women wear masks during a pandemic but want make-up that doesn't fade or slide easily.

Displacement is a process that seeks to replace an object or objects experience obstacles and intentions of other things that simultaneously replace the original emotion. We can see for example (D.15.) This is a gentle reminder to checkout your.... Projection is a technique for changing something that was a subject into a (D.16) Want to know MUA's secret of long-lasting makeup..... in this case the sentence, the advertiser tries to mention the weaknesses of other brands' products by highlighting the advantages of the products.

These lines inspire customers to take action in response to the advertisement. From the start, the use of advertising in advertising demonstrates the excellence of the product and informs consumers that by using the product, they would encounter new circumstances and sensations. In this study, advertisers not only utilize captions as language to urge people to buy, but they also present pictures in persuasive shapes. Because it boosts the attraction of the goods to customers, the caption is one of the most essential techniques of advertising, especially when based on irrational reasoning. The second method is to utilize graphics to convince the reader to view the real advertising.

Suggestions are the second most prevalent persuasive strategy used in beauty product ads. This is because both persuasive approaches make it simpler for advertising to capture the attention of consumers. Advertisers use this technology to learn what consumers need in order to make them more interested in the things on offer. Advertisers attempt to present ideas or reasons why customers should try the product. Ads like these will help entice more customers to purchase this goods.

According to the statistics above, displacement is a strategy that is rarely utilized in beauty product marketing. This strategy is uncommon since beauty product marketing seldom employ it. Identification This strategy is rarely employed since advertising must stress product identity with this technique, although advertisers normally focus on the benefits of the product being sold.

In addition to these persuasive strategies, researchers examine the linguistic structure of advertising language. According to the findings of the study, the majority of advertising language is composed of compound and complex sentences. Simple sentences are also employed in commercials, however they are frequently used to begin the advertising, which is subsequently followed by a complex or compound statement. This is due to the advertiser's desire to catch consumers' attention by presenting pretty extensive explanations utilizing compound words or complicated language.

According to previous studies reported in the preceding chapter, there is the first half chapter, which is the subject of the study, explains the distinction between this research and past studies. This study employs objects in the shape of local beauty goods that are well-known on Instagram profiles. This item was taken because advertising beauty items necessitates the employment of effective persuasion strategies in order for consumers to feel confidence in the products supplied. The data collected from Instagram is particularly different in this study since, on Instagram, advertisers depend more on the power of words and fascinating videos to pique the interest of customers. The language form employed in the use of persuasive strategies in advertising is also examined in this study.

The value of this research is that readers should be able to comprehend the science of persuasive approaches, which may be useful in the field of advertising in particular. As an advertisement, you must leverage the power of phrases to establish customer trust in the marketed product; this necessitates the employment of the appropriate persuasive strategies. Not only that, but readers may learn about the persuasive strategies employed by advertising to sell their products. It may also be used to persuade someone of what the reader believes. This strategy is important when talking with others since it allows others to understand the intentions being expressed.

After realizing the benefits of this research, there are some flaws that need to be investigated further. The first is that this study primarily focuses on promoting beauty items, thus the data collected is limited to that. Second, many advertisers repeat the same advertisement language. As a result, study outcomes are similar. To discover diverse data, future researchers must seek persuasion with a broader reach. Finally, this study may include poor grammar and several violations of grammatical rules, making it difficult to grasp for the reader.

Regarding the results in this study, the researcher correlated these findings with several related studies in the same field. Based on research conducted by Ulumiyah (2015), Saraswaty (2019), and Purba (2017), there are several differences from this latest research. For the most part, they analyze persuasive techniques in magazine objects that can be accessed only by those who own or buy the magazine. like an ad in Colors magazine. In addition, this study analyzes the techniques persuasion in product superiority on social media, that is researchers found differences in results, almost all product advertisements that can be accessed on Instagram social media can be purchased and can be used by all groups.

CHAPTER V

CONCLUSION

This chapter presents conclusion and suggestion related to the analysis in finding. This section concluded the finding that have been discussed in the previous chapter and provide suggestion for the reader.

A. Conclusion

The findings of the investigation illustrate how advertisers promote items on Instagram using persuasive strategies. Instagram advertising has highlighted the power of advertisers' phrases to pique the attention of more people in the goods. This study employs Keraf's theory, which categorizes persuasive strategies into seven types: rationalization, identification, advise, appropriateness, compensation, transfer, and projection. The Instagram adverts displayed as data include 16 post feeds from the Make Over beauty product account.

Rationalization and suggestion are the most prevalent persuasive techniques used in beauty product promotion. According to the statistics above, the technology that is seldom employed in marketing for beauty items is identification, conformity, and displacement. Many advertising, according to analytical analysts, employ reasoning and suggestive language to grab customer attention. The percentage analysis of these results shows this. As a result, many advertisements create product ideas and rationales to attract consumer interest.

B. Suggestion

It is expected that this study will help readers comprehend the persuasive strategies employed in commercials, particularly for facial beauty goods aimed at women, in order to gain customer attention and trust. Following the completion of this study, the researcher recognizes that there are certain flaws and limits. Future researchers should cover this topic, which may employ more diverse data and alternative ideas. Furthermore, because this research is dependent on the

interpretation and description of experts with little understanding, the outcomes are far from ideal. As a result, the researcher makes recommendations for future researchers and readers.

Because Gorys Keraf's hypothesis was already used, future researchers can employ different hypotheses. As a result, they may apply the most recent persuasion theory to better analyze data and do analysis. As a result, research will be original in the art of research. Persuasion is particularly significant in everyday life for readers since it may be employed in both verbal and nonverbal communication. The researcher recommends that students majoring in English pay attention to persuasive learning as part of a discourse course. This is because persuasion plays a vital part in communication and topics concerning the use of language to communicate with other individuals or audiences.

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<https://instagram.com/makeoverid?igshid=YmMyMTA2M2Y=>



CURRICULUM VITAE

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APPENDIX

No	Caption	Date	Persuasive technique						
			R	I	S	Con	Com	P	D
1.	Surfing smooth on your lips is something colorful new. This matte will look smooth even when your lips are chapped. Don't believe us? Be ready to try the <u>#StaySmoothLips</u> <u>#MakeOverNewBae</u> soon, Gorgeous!	2-3-21	√						
2.	Make Over Hydrastay Smooth Lip Whip is smooth, but the pigment intensity is no joke! This <u>#StaySmoothLips</u> comes in 12 shades worth all the dimes. Get all shades now at Make Over official store Tokopedia now, Gorgeous!	4-3-21	√						
3.	We think, glowing look is becoming a staple classic, and these are <u>#ProArtist @vinawijyantiofficial</u> picks: Ultra Cover Liquid Foundation Riche Glow Face Highlighter Perfect Cover Two Way Cake Please show your <u>#StayGorgeous</u> glow in your daily selfie and tag us, Gorgeous!	13-3-21	√						
4.	Lash out in EXTRA with <u>#MakeOverNewBae</u> Lash Impulse Waterproof Mascara, Gorgeous! Extra statements are guaranteed even with a mask on when you <u>#JustLashUp</u> : 10X EXTRA FULL 10X EXTRA VOLUME 10X EXTRA INTENSE Get this bae now, Gorgeous!	1-04-21	√						
5.	Be easy on yourself like a <u>#StayGorgeous</u> Sultana you are destined to be! Use Hydrastay Smooth Lip Whip while fasting for lips that won't crack even under	8-04-21	√						

	dehydration! Because, your gorgeous look is as strong as your will power & soul!								
6.	@janineintansari looks fresh and eye-catching without looking too overboard in this look. She used the combo of POSH for her inner lips and COUTURE for the outer lips. What about your #NUDEATTITUDE look? Which one is your lip combo?	15-4-21	√						
7.	FINALLY, matte ever after with #MakeOverNewBae Make Over Hydrastay Smooth Lip Whip is ready to surf smoothly on all lips! You will love this #StaySmoothLips bae that is: ♥ Hydra-Matte Smooth Formula ♥ Intense Colorstorm Pigments for all 12 shades! ♥ Velvet Cloud Finish, fill in cracks of chapped dry lips for smooth blurred out look. Hesitate no more! Get this bae exclusively at Make Over official Tokopedia store now, Gorgeous!	3-3-21		√					
8.	Flawless complexion reflect your true intentions. Come and reflect with us on your favorite Make Over complexion products! #IedMubarak #ReflectOnGorgeous	18-4-21	√						
9.	Feel your #StayGorgeousAllWays come to life in 'Provenance' @hiantjen coutoure collection. Please go to our youtube channel for full glam ramadan inspo, Gorgeous!	25-4-21		√					
10.	Jump start your Ramadan glam like @andirazh VIP frontrow #HiantjenXMakeOverAFW look. Which bae will you recommend for a friend in need to #StayGorgeousAllWays ? Tag them in the	10-5-21			√				

	comments, Gorgeous!								
11.	Need to slay the day like Paula Verhoeven on <u>#HiantjenXMakeOverAFW</u> runway? Then use all the flawless runway baes now, Gorgeous: Powerstay Demi-Matte Cushion Face Contour Kit Powerstay Transferproof Matte Lip Cream All baes are ready for checkout now, Gorgeous!	3-5-21			√				
12.	<i>We won't stop recommending you to wear <u>Make Over New Bae Hydrastay Lip Whip in the doubles!</u> It makes <u>Stay Smooth Lips</u> double the splash, Gorgeous</i>	13-5-21			√				
13.	We understand your needs to share this Ramadan. !! So, most of our <u>#StayGorgeousAllWays</u> baes are available with special price & exclusive bundles on all our official e-commerce stores !! Swipe away & checkout all our stores now, Gorgeous!	20-5-21				√			
14.	Don't let the mask-required holiday strain you from looking your finest ✨ Have the best of both worlds by staying healthy while looking gorgeous with our transferproof bae	7-5-21					√		
15.	This is a gentle reminder to checkout your Ied Raya Festive Package now, Gorgeous !! All baes are guaranteed to deliver warm hugs & smiles to for everybody who wants to <u>#StayGorgeousAllWays</u> . Please check them put now, Gorgeous!	15-5-21							√
16.	Want to know MUA's secret of long-lasting makeup? Start with prepping your skin to create a silky-smooth canvas for your makeup to adhere to. Powerskin Water Charge	17-5-21						√	

	Moisturizer contains Hyaluronic Acid, Adenosine, Allantoin, and Glycerin that gives maximum hydration that makes makeup clings longer without cracks or patchy.								
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Note:

R: Realization

I: Identification

S: Suggestion

Con : Conformity

Com : Compensation

P : Projection

D : Displacement

