

**PERSUASIVE STRATEGIES USED IN SLOGANS OF  
CIGARETTE'S ADVERTISEMENT**



**ENGLISH LETTERS AND LANGUAGE DEPARTMENT  
HUMANITIES FACULTY  
THE STATE ISLAMIC UNIVERSITY  
MAULANA MALIK IBRAHIM MALANG**

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# **PERSUASIVE STRATEGIES USED IN SLOGANS OF CIGARETTE'S ADVERTISEMENT**

## **THESIS**

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**2013**

## APPROVAL SHEET

This is to certify that Fauzan's thesis entitled "*Persuasive Strategies Used on Slogans of Cigarette's Advertisement*" has been approved by the thesis advisor for further approval by the Board of Examiners.

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Hereby, I certify that the thesis I wrote to fulfill the requirement for Sarjana Sastra(S.S) entitled *Persuasive Strategies Used on Slogans of Cigarette's Advertisement* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicate quotations and bibliography. Due to the fact, I am the only person responsible for the thesis if there is any objection or claims from others.

Malang, June 7<sup>th</sup>, 2013

Fauzan

**MOTTO**

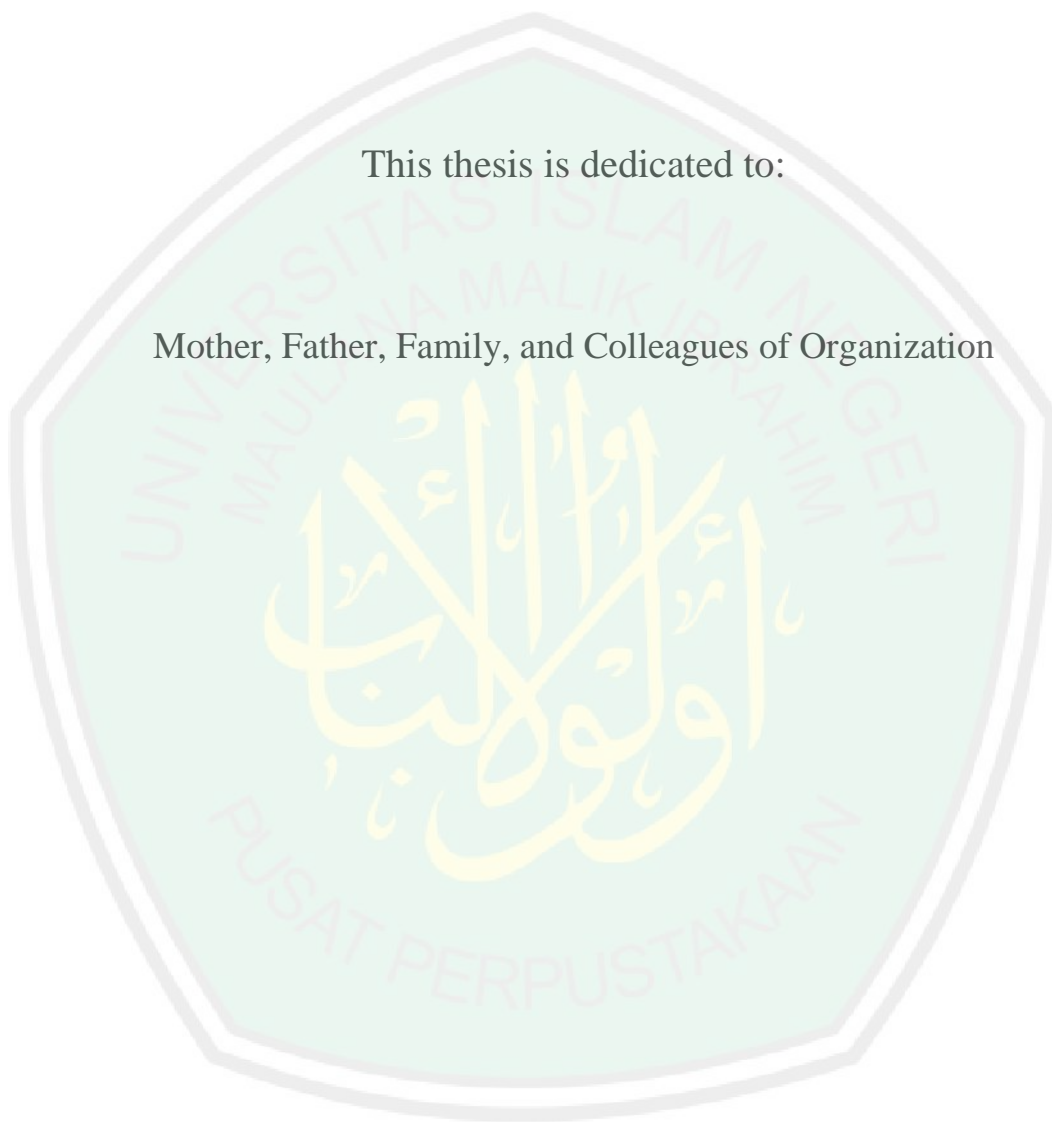
**“Do what you love and love what you do”**



## **DEDICATION**

This thesis is dedicated to:

Mother, Father, Family, and Colleagues of Organization





## ACKNOWLEDGEMENT

*Bismillahirrahmanirrahim*

I would like to express my best gratitude to our greatest Allah SWT who has given me knowledge, enthusiasm, and patience for this study. Peace is upon to greatest reformer of Islam, Prophet Muhammad SAW who has led to a true moslem.

Furthermore, because of mercy from Allah SWT, I am able to finish this thesis entitled *Persuasive Strategies Used on Slogans of Cigarette's Advertisement* as requirement for the degree of SI at The State Islamic University Maulana Malik Ibrahim of Malang.

In addition, I would like to dedicate my deeply grateful expression to some people who have given me motivation in finishing this research.

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The last, I invite the readers' suggestions and critics to respond the presence of my thesis; hopefully, this research will give many advantages to all of people who much concern in English Language.

Malang, June 7<sup>th</sup>, 2013

Fauzan

## ABSTRACT

**Fauzan. 2013.** *Persuasive Strategies Used on Slogans of Cigarette's Advertisement.* Thesis, English Language and Letters Department, Humanities Faculty, State Islamic University Maulana Malik Ibrahim of Malang.

Advisor : Drs. H. Basri Zain, M.A, P.hd

Key words : persuasion, persuasion strategies, slogans.

In daily communication, persuasion takes an important part. One of the areas that need persuasion is advertisement, especially slogans of cigarette's advertisement. Through the slogans, some products promote and persuade consumers to buy. While persuading viewers, avoiding violence and coercion are important aspects of persuasion. Therefore, the targets can believe that they decide the right choice.

Concerning to the topic, this study focused on the use of persuasive strategies used on slogans of cigarette's advertisement. This study took this topic because it intended to investigate about the types of the persuasive strategies and how the persuasive strategies are on slogans of cigarette's advertisement.

The descriptive qualitative method is used to conduct this research because the researcher describes and explains the types of persuasive strategy used on slogans of cigarette's advertisement. To obtain the manageable and systematic data, the researcher himself becomes the main instrument by watching television and browsing in the internet. Then the data are presented and analyzed by using the persuasion theory proposed by a Greek Philosopher, Aristotle.

Based on the finding of the research, persuasive strategy used on slogans of cigarette's advertisement can be divided into three categories namely *Ethos*, *Pathos*, and *Logos*. *Ethos* is used to make a good impression of the speaker, *Pathos* is used to appeal based on emotion, and *Logos* is used to appeal based on logic or reason. The slogans applied ethos strategy by showing comprehensive knowledge by describing point. They also showed Ethos trough the message by showing his concern in business. To control the emotion of the viewers as Pathos strategy, they touched viewers' emotion by regarding the viewers as part of them. The for Logos strategy, slogans of cigarette's advertisement gave evidence to influence the viewers. Through those strategies, slogans of cigarette's advertisement convinced the viewers. Therefore, they could fell that they choose the best cigarette. For the further researchers who are interested in analyzing persuasion, the researcher suggests them to choose different context of this study. Instead, they can use others theories except Aristotle's theory or Keraf's theory in persuasion.

## ABSTRACT

**Fauzan. 2013.** *Persuasive Strategies Used on Slogans of Cigarette's Advertisement.* Skripsi, Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

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Kata Kunci : persuasif, strategi-strategi persuasif, slogan.

Dalam komunikasi keseharian, persuasif merupakan bagian penting. Salah satu area yang membutuhkan persuasif adalah iklan, terutama slogan-slogan dalam iklan rokok. Melalui slogan-slogan tersebut, beberapa produk mempromosikan dan membujuk orang untuk membelinya. Menghindari pemaksaan dan kekerasan merupakan aspek yang penting dalam persiasif ketika membujuk penonton. Oleh karena itu, penonton bisa percaya bahwa mereka telah menentukan pilihan yang tepat.

Berhubungan dengan topik tersebut, penelitian ini fokus pada penggunaan strategi-strategi persuasif yang digunakan dalam slogan-slogan iklan rokok. Penelitian ini mengambil topik tersebut karena diharapkan untuk meneliti tipe-tipe strategi persuasif dan bagaimana strategi persuasif digunakan dalam slogan iklan rokok.

Penelitian ini menggunakan metode deskriptif kualitatif karena peneliti menggambarkan dan menjelaskan tipe-tipe strategi persuasif yang digunakan dalam slogan iklan rokok. Untuk mendapatkan data yang sistematis, peneliti pun menjadi instrumen utama dalam melihat televisi dan mencari data di internet. Kemudian data tersebut disajikan dan dianalisis dengan teori persuasif yang dikemukakan oleh Aristotle.

Berdasarkan pada penemuan dalam penelitian ini, strategi-strategi persuasif yang digunakan dalam slogan-slogan iklan rokok bisa dibagi dalam tiga kategori yaitu *Ethos*, *Pathos*, dan *Logos*. *Ethos* digunakan untuk membuat kesan yang bagus pada pembicara, *Pathos* digunakan untuk menyentuh emosi, dan *Logos* digunakan untuk memberikan alasan yang masuk akal. Slogan-slogan rokok menggunakan strategi *Ethos* dengan menunjukkan pengetahuan yang komprehensif. Mereka juga menunjukkan *Ethos* melalui pesan dalam khalian dalam bisnis. Strategi *Pathos* digunakan untuk mengontrol emosi penonton, mereka menyentuh emosi penonton dengan menganggap bahwa penonton sebagai bagian dari mereka. Untuk strategi *Logos*, slogan-slogan iklan rokok memberikan bukti untuk mempengaruhi penonton. Melalui strategi-strategi tersebut, slogan-slogan iklan rokok meyakinkan penonton. Oleh karena itu, mereka bisa merasa bahwa mereka memilih rokok terbaik. Bagi para peneliti selanjutnya yang tertarik pada analisa persuasif, peneliti menyarankan untuk memilih context yang berbeda. Setidaknya, mereka bisa menggunakan teori-teori yang lain kecuali teorinya Aristotle atau Keraf.

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## CHAPTER I

### INTRODUCTION

In this chapter, the researcher presents several parts. They consist of background of the study, statement of the problem, objective of the study, significant of the study, scope and limitation, research methodology, and definition of the key terms.

#### 1.1 Background of Study

In this world, human beings cannot be separated from language. Everything absolutely exists with their language. The language can be formed with many types such as: oral, sign, text or gesture language. However, language having important and essential role is oral and text language because they have some functions, for instances to order, persuade, inform, etc. because of that; the language is able to be called a game.

In addition, people living in this world are also full of words, so that, they are pounded by messages that can be functioned as their will. Also, it can be designed to affect them in order to reach the goal. Most the functions are usually used in persuasion or persuasive.

Related to the persuasive language, it becomes common language at present because the language can be found in some fields of life, for instances: religious sermon recommends Muslim to do thing that are good and leave the bad.

The instructors are trying to persuade people to choose the appropriate study with his expertise. The lecturers asked the students to study diligently and do tasks that they provide. Instead, advertisers recommend that people buy their products. Last, a lot of motivators conduct motivation seminars which use persuasive strategies to motivate their audiences. Because of the examples, many purposes that would be reached are done through language.

Furthermore, to apply the persuasive, a speaker should have ability of speaking and way to induce their interlocutors (Sari, 2012). In addition, the speaker should be able to make people agree with speakers so that she/he must not talk effortless.

Also, in applying persuasive way, people need strategies to influence and persuade the interlocutors. For instance, while promoting the products, cigarette's advertisement uses some proves and argumentations to persuades the consumers that the product is the good one. The use of words choice or dictions also supports cigarette's advertisement promoting the product, moreover, influencing or persuading the consumers to buy the product. This explanation makes the researcher realize the importance of persuasive strategies.

Furthermore, the persuasion is used since it is as a communication process to persuade others to do something appropriate with the speaker's purpose. Nevertheless, there is no violence or coercion to take decision in persuasion. To get response in persuasion, the speaker must stimulate the interlocutor. As Hovland and friends quoted by Arni (1992: 2) communication is the process by which an



individual transmits stimuli (usually verbal) to modify the behavior of other individuals.

After that, Keraf (2010) also defines persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. In other hand, Aristotle extends the persuasion definition precisely. He divided persuasive strategies in three categories. Those are Ethos (the speaker's nature and credibility), Pathos (the speaker's ability to control interlocutor's emotion), and Logos (the speaker's arguments or fact give).

Meanwhile, persuasion runs indelibly through all aspects of our lives; such as religious sermon, social, politic, parenting, courtship, advertisement, and so on. In the reality, it can be exemplified on the campaign of Joko Widodo and Basuki Cahaya (governor and vice governor of DKI Jakarta ) to become governor and vice governor of DKI Jakarta. They did many things to reach their goal. They wore checkered clothes, visit the slum, and even argue with other candidates. Persuasive become a very important part. They wanted to show their credibility when they wore a checkered shirt. They controlled interlocutor's emotion while they visit slum. They argue with other candidates to show the fact. However, the area concerned in this research is not political campaign but persuasive strategies used on slogans of cigarette's advertisement.

Henceforth, persuasion in advertisement needs a certain language to get sympathy from the consumers. The language that is used must be suitable with the consumers. Ogilvy in Weilbacher (1984: 193) argues that —if you try to persuade

people to do something or to buy something; it seems to me that you should use their language." It means the language they use every day and also the language in which they think. So, the advertisement matter should have high creativities language and strong imaginations to make the advertisement more interesting. Besides, the language of advertisement contains illustration and special power to persuade and to control the consumers' behavior. Then, it is used correct diction in order to convey the message of advertisement correctly.

In the mean time, most of the cigarette's language use slogan language to persuade consumers. The language is used because it functions as suggestion of idea and persuades audiences (viewers, readers or listeners) to take some actions. It persuades potential customers to purchase or to consume that particular brand. In promotion, most of the cigarette's advertisements introduce the product by using slogan to make the product different from others. Slogans can condense the advertisement and give strong memory to the audience. Example: most of people will remember to Djarum Super cigarette when people listen to the phrase "my live my adventure".

Based on the reason and example above, persuasion is one of the important and interesting in researching since surface text or language of persuasive contains implicit meaning and sometimes the slogan's language does not relate to cigarette itself because of that, it need to research deeply to find intention of the surface language.

Explanation of the paragraph above can be proved by the following example: the slogan of DJARUM BLACK in MILD "new smoothness" means

that this cigarette tries to influence the audience by proofing that the cigarette uses innovative double filter. Therefore, it claims that its product has smoothness in taste.

Additionally, slogans of cigarettes are also important object in this inquiry because of some reasons: First, slogans of cigarette are short and easy to remember, but its intention is sometimes bit difficult to understand. Secondly, advertisement has been spreading though all media, either printed or electronic media. Cigarette with various brands is promoted vigorously and most of them have interesting slogans that are carefully designed and thoughtfully planned to attract many different people's attention. Thirdly, through slogan, the advertisers could state their ideas, using distinct expressions, to enhance the image of individuals, particularly smokers. The last, the government has made "*Peraturan Pemerintah Republik Indonesia Nomor 19 Tahun 2003 tentang pengamanan rokok bagi kesehatan*". This rule decides that tobacco advertising is still allowed, but showing the cigarette packaging is outlawed. Broadcast of tobacco advertising on Indonesian television is only allowed from 9:30 pm until 5:00 am. Smoking warnings are also shown in the end of the advertisement explaining "Smoking can cause cancer, heart attack, impotency and problems during pregnancy as well as affect the health of the newborn". Therefore, the government regulations influence the language usage of cigarette's advertisement. Those are what make the slogans of cigarette's advertisement become interesting to research.

Hereinafter, theory of Aristotle is primary choice in this research. The researcher uses Aristotle's theory because of some reasons. First of all, this theory

can accommodate the persuasive phenomena. After that, this theory is appropriate for analyzing persuasive strategies in slogans of cigarette's advertisements. Aristotle also classifies persuasive strategies more clearly and systematically than another. It can be proved by theory of Gorys Keraf which is classified differently by other researchers. The next reason, Robert Cialdini, in his book on persuasion defined that the persuasive strategies comprise from six kinds.

Actually, there have been some researchers which analyzed persuasion in some areas. A'yun, 2008. Also did research on terms of persuasion entitled *"Techniques of Persuasion Used in Advertisements Presented by SCTV Presenters"*. In her research, she found that most of English language in advertisements used by SCTV presenters are; suggestion, rationalization, identification and conformity techniques.

The next researcher was Umi (2010). Her title was *"A Discourse Analysis on the Persuasive Technique Used in DRTV Advertisement"*, who found that the presenters of DRTV Advertisement used several techniques of Gorys Keraf's theory (rationalization, identification, suggestion, conformity, compensation, and displacement) to persuade the audiences.

The following research was conducted by Fakhrudin (2008) entitled *The Use of Persuasive Technique by Barack Obama in His Political Speeches in the 2008 USA Presidential Primaries*. It was found that Barack Obama used several techniques of persuasion to get support from the audience or public and invests his idea in delivering his speeches. These techniques are: rationalization techniques, identification techniques, suggestion (hypnotic) techniques,

conformities techniques, compensation techniques, displacement techniques and projection techniques. Furthermore, in the use of persuasion technique, Barack Obama used several ways to persuade the audience.

Furthermore, Zainuddin (2010) was “*Persuasive Strategy Used By David Cameron In His Political Campaign Speeches During 2009-2010 United Kingdom Prime Ministerial Election*”. He found that persuasive strategy used by David Cameron can be divided into three categories namely *Ethos*, *Pathos*, and *Logos*.

The last is Sari (2012) who conduct the research entitled “Persuasive Strategies used by Prophet Muhmmad in his Religious sermon”. She found that persuasive strategy used by Prophet Muhammad can be divided into three categories namely *Ethos*, *Pathos*, and *Logos*.

Although the present study also analyzes the same topic, but the concentration, object, and the data are different. This study explores about type of the persuasive strategies and how the persuasive strategies are used on slogan of cigarette’s advertisement. It uses not only good design but also good rhetoric.

The researcher uses Aristotle’s theory which provides three kinds of persuasive strategies to help the researcher getting comprehensive understanding on slogan of cigarette’s advertisement. Slogan of cigarette’s advertisement must be creative and interesting. Therefore, this research not only focuses on the persuasive strategies are used on slogan of cigarette’s advertisement, but also how the slogans of cigarette’ advertisement used word choice, analogies, and any diction.



## 1.2 Statement of the Problem

Based on the background of study above, the researcher in this study focuses on the following problems:

1. What are the kinds of persuasive strategies used in slogans of cigarette's advertisement?
2. How are the persuasive strategies used in slogans of cigarette's advertisement?

## 1.3 Objectives of Study

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

1. To identify the kinds of persuasive strategies used in slogans of cigarette's advertisement.
2. To describe how the persuasive strategies are used in slogans of cigarette's advertisement.

## 1.4 Scope and Limitation

Scope of this inquiry, the researcher focuses on persuasive strategies used on slogans of cigarette's advertisement based in the theory of Aristotle. This research was limited on analyzing the slogans of cigarette's advertisement in Indonesia from 2011-2013 because cigarette's advertisement had various slogans so that, it needed to analyze continually. Notwithstanding, this also had weakness because the interpretation was still based on comprehension of the researcher which was different from other researchers in interpreting it.

### 1.5 Significances of Study

The researcher is expected to obtain significant benefits, both theoretically and practically. Theoretically, the researcher expects the findings of this study are to be one of the sources in discourse studies, gives more explanation and information especially on how a person persuades another through language in advertising area. Furthermore, Rian Husna (2012) said that word choice has significant role in persuasive strategies.

Practically, the researcher do hopes the findings of this research can give knowledge about persuasive strategies in advertisement for the readers; English lecturers, English students, further researcher, and advertising producers. For English lecturers, the researcher expects the results of this study can be an additional material for lecturers who teach for Discourse Analysis. For English student and further researcher who interested in analysis persuasion, it is expected to give a contribution to the future researchers who are interested in researching persuasion and give more comprehensive understanding about persuasion. The last, for the readers and the advertising producers, the readers can practice persuasive strategies in your daily life while having communication. Moreover, the results of this research are expected to be a reference in posting effective persuasive language in advertisement by using understandable and powerful language.



## **1.6 Research Method**

There are some points in terms of the research method in this study. They are research design, data sources, research instrument, data collection, and data analysis.

### **1.6.1 Research Design**

The researcher analyzes the utterance, sentence and picture because the researcher uses descriptive qualitative research design. The researcher analyzes through describing and explaining the data based on Aristotle's theory of persuasive strategy and how the word choice has significant role in persuasive. This analyzes about persuasive strategies that focused on slogans of cigarette's advertisement.

### **1.6.2 Data Sources**

The data source of this study is some persuasive slogans in cigarette's advertisement. There are many slogans of cigarette's advertisement but the researcher does not take all of slogans of cigarette's advertisement. Briman in Muhammad (2011) said that the data used for qualitative research are in term of words or pictures. So, the data of this research are also in the form of words, sentence, or utterances of slogans of cigarette's advertisement which contain of persuasive strategies. The researcher also uses other sources to enrich the data,

such as pictures or videos. It is to help the researcher to get deep understanding on the data.

### **1.6.3 Research Instrument**

The researcher position in qualitative research is a little bit complicated because the researcher is as planning of the research, collecting the data, analyzing the data, interpreting the data, and finally, reporting result of the research (Moleong, 2005).

Furthermore, the most important thing in qualitative research is research instrument because it is one of factor that can influence result of research. The main research instrument of this research is the researcher himself, since it is a qualitative research. The researcher finds, collects and analyzes the data which contained of persuasive strategies base on the theory proposed by Aristotle's theory by himself.

### **1.6.4 Procedure of Data Collection**

To collect the data, the researcher does some steps. First, the researcher watches television and browses to finds out the slogans of cigarette's advertisement and to get comprehensive data. The researcher takes all the cigarette's advertisements. Second, the researcher chooses cigarette's advertisements which have slogans in English and have good persuasive words. The third, the researcher reads those slogans and identifies the utterances, clauses

or words produced by cigarette's advertisement which are relevant to Aristotle's theory. The last, the researcher rereads all data to make sure that they are persuasive strategies and to avoid any repetition for the same pattern of persuasive strategies.

#### **1.6.5 Data Analysis**

The researcher analyzes the data using the steps as follows: Firstly, I watch the videos of the cigarette's advertisements and I identify the type and how slogans are used persuasive strategies by the slogans of cigarette's advertisement based on the data collection. Secondly, analyzing the data based on the theory. Then, discussing the whole data to find the result, whether it is relevant with the theory or not. Then I take the strongest domination of the persuasive strategies used in the cigarette's advertisements. The last is the conclusion from a result of analysis.

#### **1.7 Definition of the Key Terms**

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

1. Persuasive Technique: a technique of persuasion used as an art of verbal language with the intention to assure someone to do something appropriate with the speaker's purpose (Keraf, 2010). In this study, it is to persuade viewers to buy cigarette.

2. Advertisement: a media to promote product and to persuade an audience (viewers, readers or listeners) to take some action. In this study, it refers to cigarette's advertisement.
3. Slogan: Word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly. Rendra (2011) stated that in the business, the slogan is a representation of the company vision, mission, principles, description of identity, and claims of positioning the company or product. A slogan cannot mean just one meaning, but can be more than one meaning. In this study, it refers to slogans cigarette's advertisement.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter consists of two parts; theoretical framework and previous studies. The theoretical framework contains of persuasion, in which the researcher provides the elements of persuasion, strategies of persuasion, advertisement, slogan of cigarette context and text. The last part is previous studies, which provide some related studies done by other people and convey the difference of this study from previous study.

#### **2.1 Theoretical Framework**

Theoretical framework indicates scientific knowledge which supports the analysis of the study. The researcher provides literature about persuasion, advertisement and slogans of cigarette because this study focuses on persuasive strategies used on slogans of cigarette's advertisement. The researcher also presents significant aspects of persuasion to be known, such as its elements and its strategies.

##### **2.1.1 Persuasion**

Most of people do persuasive strategies in their daily life because persuasion becomes an important aspect of communication. It becomes an

important aspect because people can influence others without violence or coercion with persuasion. Mastering persuasion theoretically and practically is a necessity that cannot be postponed any longer. Some people called that study about persuasion comes from the ancient Greek era, or even before (Malik, 1994). To start understanding the persuasion usually people try to see the definition.

Persuasion is derived from Latin "*persuasio*", means "*to persuade*". Bloom (2004) said that persuasion is derived from Latin that used for urging and advising. Robert Cialdini, in his book on persuasion stated that persuasion is the influence of beliefs, attitudes, intentions, motivations, or behaviors. Persuasion is a process aimed at changing a person's (or a group's) attitude or behavior toward some event, idea, object, or other person(s), by using written or spoken words to convey information, feelings, or reasoning, or a combination thereof.

After that, Applbaum and Anatol add that persuasion is complex process of communication by which individual or group elicits (intentionally or unintentionally) by verbal and/or nonverbal means a specific response from another individual or group (in Malik, 1994).

Furthermore, Keraf (2004) confirms persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. Brembeck and Howel stated that persuasion communication intended to influence choice. Persuasion become the art of influence and convinces others. From some of the above understanding, researcher knows very well how important as persuasion in life. Moreover, in terms of business, almost all business areas have direct interest with persuasion.



For example: most of slogans of cigarette's advertisement use persuasive strategies to influence the consumers.

### **2.1.2 Elements of Persuasion Process**

Knowing and understanding the elements of persuasion are must for a persuader in order to be successful in doing persuasion. It relates to what should exist in persuasive process. Renkema in Zainuddin (2010) explained source, message, channel, and receiver as elements of persuasion process.

#### **2.1.2.1 Source**

The first element is source. Source can be expressed in two ways; source credibility or believability and source attractiveness to the receivers. Demand of source has to be done with credibility and feelings as the result that evokes the source. A president would trustworthy person to tell people how to be a good leader. People would be easily influence by his comment or persuasion.

#### **2.1.2.2 Message**

Message is another element which relates to persuasion process. The advertisements should transfer the message whether it is in the beginning, in the middle, or in the end of advertisements. The organization of the message is also very crucial. Which arguments should the speaker



choose and which style would be most effective. For example, some of cigarette slogans take form message and they appear in the end of advertisement. Such as: drive for success.

#### **2.1.2.3 Channel**

Another element while doing persuasion process is channel. The advertiser can promote the products by various channels. It can be in the form of television, radio, news paper, magazine, ballyhoo, etc. Those kinds of media are used to convince the audiences or listeners. In this case, the researcher takes slogans of cigarette's advertisement in television.

#### **2.1.2.4 Receiver**

The last element of persuasion process is receiver. It is a person who receives the message. Receiver is the target of persuasion that is expected to do or to change their mind as the idea on the advertisements.

### **2.1.3 The Strategies of Persuasion**

To reach the goal, persuasive strategies become an important part in communication. Aristotle coined ethos, pathos and logos as the three pillars of persuasive strategies (Keraf, 2010). The three are different from each other in their respective methods of convincing an audience. Those are Ethos (the

speaker's nature and credibility), (Pathos) the speaker's ability to control interlocutor's emotion, and Logos (the speaker's arguments or facts given). In addition, Aristotle in Perloff (2003) recognized that speaker must adapt to their audiences using those factors which are most persuasive in the speeches delivered.

#### **2.1.3.1. The Speaker's Nature and Credibility (Ethos)**

Aristotle in Perloff (2003) argued that Ethos is the nature of the communicator. It refers to the speaker's character in front of the audience. Good image also important in this point. Aristotle said that to build credibility, you have to persuade others that you are of good character, that you are trustworthy, and that you are an authority on the topic of you talk. Keraf (2004) suggests that in human relationship, character is one of the factors that should always be considered. Persuasion will run well if audiences recognize the speaker has good character and has high credibility. Keraf (2004) added that unfamiliar people will get difficulty to get intention than a well known speaker who has good image. People can believe to the speaker by looking at the speaker's image.

Sari (2012) stated that it also possible for a new speaker to make the interlocutor believe in a speaker. A good image can be seen through his or her speaks. The speaker's character and personality can also be seen from his or her speech, and styles he or she used, such as diction; sentence structure and others that become the speaker's totality. Such as personal character of someone who talks in television, it can be measured from his language and his character. Therefore, to make the audiences impress with the speaker, the speaker must know

well the problem that will be talked. For example is trough the slogan ‘Pleasure, Style, Confidence’. It seems like the cigarette regards people who smoke Djarum Super Mild will have good image.

#### **2.1.3.2 The speaker’s Ability to Control Interlocutor’s Emotion (Pathos)**

Pathos relates to the emotion of the audience, Aristotle in Perloff (2003). He added that the speaker should be able to rouse up the audience’s emotion. Most of people think that the people make their decisions based on rational thought. However, Aristotle in Zainuddin (2010) points out that emotion such as anger, pity and fears, and their opposites, powerfully influence the rational judgments. Emotion is needed to get sympathy of the people. The advertisers should be able to touch the people’s emotion, that the people will be influenced to the advertisement.

Persuasion process will be successful when the speakers are able to control the audiences’ emotion. Keraf (2010) added that this aspect does not only focus on rising up emotion, but also on falling down the emotion. In addition, the speaker should prepare the content of the persuasion that is suitable with the purpose intended. Although the speakers control audiences’ emotion, the audiences must be given the opportunity in making decision.

### 2.1.3.3 The Speaker's Arguments or Fact Give (Logos)

Logos is the proofs to support the argument, Aristotle in Charteris-Black (2005). Keraf (2010) stated that speaker is highly recommended to provide the proofs or evidence to persuade interlocutors. Most of people will believe in what speaker said when the speaker can give proofs or evidence and can give logical reason. The advertiser needs to use logical reasoning to make people believe. In the society, logic and rationality are highly valued and this type of persuasive strategy is usually privileged over appeals to the character of the speaker or to the emotions of the audience, Zainuddin (2010).

A requirement to be successful in persuasion is that the persuader should provide sufficient evidence. Persuasion that is done by advertiser should show the truth that can guarantee the product is better than other and it should not be too abstract for consumers. For example: By showing that the cigarette is very smooth, the cigarette explains to the costumers that it is innovative double filter.

### 2.1.4 Advertisement

As the researcher explained in the previous chapter, one of the areas which need persuasive strategies is slogans of cigarette's advertisement. Deep understanding the definition of advertisement is a must before analyzing persuasive strategies in advertisement. Advertising comes from Latin ad-vere which means transferring thoughts or ideas to others, Rendra (2012).

Advertisement is a public notice offering or asking for good, services and so on. Advertisement tends to persuade and inform the consumers to do

something. As Klepper (1986) said that advertisement is a part of marketing that helps a company to get the product into the consumer's hand. It delivers the message that is not merely informative but also persuasive. While Prameswaran in Fadila (2010) argued that advertisement is the art of persuasion of human minds through a whole range of communication media. She added that advertisement presents communication between the advertisers and the consumers indirectly. In short, advertisement is one of media used to persuade people to do, to believe, or to consume something. Advertisement becomes an effective and an efficient way to communicate with the consumer. It needs persuasive strategies to do.

#### **2.1.4.1 The Language of Advertisement**

This study discusses persuasive strategies of cigarette's slogans. It is analyze both non verbal and verbal language. Persuasive strategies of cigarette's slogans have purpose to persuade the consumers to buy or use the product, service, or concept. So, it needs persuasive language as a media to achieve the purpose of it. Furthermore, the language used by advertisement is not the same with usual language. It has specific character explained below.

Ogilvy in Weilbacher (1984) argues that —if you try to persuade people to do something or to buy something; it seems to me that you should use their language. Cigarette's slogans of advertisement do not have the same purpose as a common language; it is different from the language that is used in daily life. Furthermore, the language of advertisement uses effective illustration and contains special power that is allowed to be understood and to control the consumer's



behavior. As Jugenheimer (1991) stated that an advertisement attracts the attention of the consumer and offers information or some kinds of pay off in return for the consumer's time can be successful only if they meet the following criteria. First, it uses language that the consumer can understand; second, it does not conflict too much with the beliefs or values of consumer members; third, it shows what the products or services will do for the consumer's family and friends will feel about it.

In addition, Keraf (2004) also stated that people with broader knowledge of words (diction) will speak correctly. To express a correct idea, it is needed not only the accuracy of the words choice but also appropriate words. Then, Keraf concluded about the diction are as follows. First, diction seizes the correct words used to express the ideas; second, diction seizes the accurate and appropriate words used; and third, accurate and appropriate words can be expressed correctly if there is a broader knowledge of words.

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

#### **2.1.4.2 Functions of Advertisement**

Slogans of cigarette's advertisement as an object of this study has some functions that have to be known in order to understand more about the object

before analyzing it. The functions of advertisement are able to be categorized as marketing, communication, education, economic and social function (Arens, 2005) these will be explained as follows:

The first function is marketing function. Advertisement is useful for many companies to increase their sales or profit, which is used to sell their good products, services or ideas. Second function is communication function. As communication function, the advertisement gives more information to a group of people about products or services, so the viewers could know the product well. The third function is education function. People learn from advertisement. They learn about the products that available to them, and they can learn how they can make their lives better and finally they determine whether the products are good or not. The next function is economic function. Advertisement provides consumers with news of new products or prices and it gives industrial buyers important information about new equipment and technology, so they can compare with another products. The last function is social function. Advertisement is one of the major forces that improve the standard of living country and around the world. As the social function, it gives consumers an attractive picture of the products available to them, advertising modifies them to buy.

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



#### 2.1.4.3 The Characteristics of Advertisement

According to Whittier (1958), to get a good advertisement, some characteristics need to be reached, they are:

1. Simple

It is not beat around the bush. The advertisement is not causing difficulty. It needs to use simple words but meaningful in making advertisements. It is used to make the readers or viewers easy to remember the product or idea advertised. In clear, they can understand and catch the point easily.

2. Persuasive

Words choice or diction is very important in this part because the language used in advertisements should be persuasive which could influence viewers. The persuasive things can be in the form of verbal or non verbal. In verbal, the attractive statements need to be used to make it persuasive, while, in non verbal, beside the attractive statements, it also needs a good background and expression in advertisement.

3. Entertaining

Something entertaining is needed in advertisement. The advertisements should be able to entertain the readers or viewers to make them interested in and believe what is conveyed. It can be done by interesting or enjoyable images, pictures or plot in advertisement.

4. Relevant

The advertisements should be appropriate in the circumstances. So, people will believe the advertisement. It should give logical reasons to the viewers.

#### 5. Acceptable

The advertisements should show something that can be tolerated or allowed by society. It should give appropriate things which can be received by the public.

#### 2.1.5 Slogan

The word slogan is derived from the term in Gaelic, a language of ancient Scotland, *sluagh-ghairm*, meaning shouting of war (Rendra, 2011). Rendra added that in the business, the slogan is a representation of the company vision, mission, principles, description of identity, and claims of positioning the company or product. A slogan cannot mean just one meaning, but can be more than one meaning. For example, slogans can be a representation of the company vision, mission, principles, description of identity, as well as claims of positioning the company or product.

Today, the existence of the slogan can become typical of a company or product. The audience can remember or know a particular company or product only by knowing its slogan. The existence of the slogan can play a very important role. Therefore, many of the companies or products have an interesting slogan which is easy to remember by the audiences.

Advertising slogans are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product. Its purpose is to emphasize a phrase that the company wishes to be remembered by audiences , particularly for marketing a specific corporate image or connection to a product or consumer base.

Some slogans are created just for specific campaigns for a limited time; some are intended as corporate slogans, to be used for an extended period; some slogans start out as the former, and find themselves converted to the latter because they take hold with the public, and some are memorable many years after their use is discontinued.

Advertising slogans often play a large part in the interplay between rival companies. There are several characteristics of an effective slogan usually: first, it states the main benefits of the product or brand for the potential user or buyer. Second, it gives one memory standard against product name. Third, it implies a distinction between it and other firms' products - of course, within the usual legal constraints. Fourth, it makes a simple, direct, concise, crisp, and apt statement. It is not beat around the bush. Fifth, adopts a distinct "personality" of its own. The next, it gives a credible impression of a brand or product. The next, makes the consumer feel "hot" or makes the consumer feel a desire or need. The last, it is hard to forget - it adheres to one's memory (whether one likes it or not), especially if it is accompanied by mnemonic devices, such as jingles, ditties, pictures or film.

### 2.1.6 Context

To conduct a research and analysis on text data, a researcher must comprehend context and text. It is important case because they relate each others. As Sobur says that text, context, even discourse is a unity inseparable. Besides, Fromkin *et al.* (2003) also confirm that context is the discourse preceding an utterance together with the real-world knowledge of speakers and listeners.

Cook (2003) finds out that context is factors outside a stretch of language under consideration but relevant to the interpretation, e.g. the situation, paralinguistic communication, cultural knowledge, other text, or other parts of the same text. Henceforth, context can be defined as the involving in interpreting a real encounter: tone of voice and facial expression; the relationship between speakers; their age, sex, and social status; the time and place; and the degree to which speakers do-or do not-share the same cultural background (ibid: 49).

Furthermore, context in communication or in the language comprises physical context, epistemic context, linguistic context, and social context. Physical context is the place where the conversation happens. Next, epistemic context is the background knowledge shared by speaker and hearer. Then, linguistic context is consists of utterance previous to the utterance under consideration in communication (Sobur in Syaifullah as quoted by Munfaati, 2008). In the same way, the linguistic context is the discourse that precedes a phrase or sentence that helps clarify meaning (Fromkin et al., 2003). Last, social context is social relationship and setting of speaker and hearer.

Again, Brown and Yule (1983) say that in context also there is context of situation that is used as a suitable schematic construct to apply to language events. The context of situation for linguistic work brings into relation of some categories such as the relevant features of participants, the relevant objects, and effect of the verbal action.

### 2.1.7 Text

Recently, text cannot be understood as written language on paper but it has been extended to others. As Rahardjo (2008) states that a text is not just limited to the written text, however, it extends to the oral language, and gesture of human beings. Moreover, Meaning of the text not relies on to the intention of the author, or writer, but it also relies on to intention of the reader. Apart from that, Ricoeur in Rahardjo (ibid: 49) said that a text is autonomous and not depend on to the authors. The autonomous consists of three kinds, they are author intention, cultural situation, social condition of the text, and to whom the text want to.

Furthermore, Hasan and Halliday in Brown and Yule (1983) affirm that text depends on cohesive relationships within and between the sentences, which create texture. The text's texture is what something distinguishes it from something that is non-text, and the texture is provided by the cohesive relation. Cohesive relationships within a text are set up where interpretation of some element in the discourse is dependent on another.

Henceforth, cohesion text is network of lexical grammatical which provides links to various parts of text. Besides, cohesion is a surface relation



which connects together the actual words and expressions that we can see or hear (Baker, 1992).

Halliday and Hasan identify five main cohesive devices: reference, substitution, ellipsis, conjunction, and lexical cohesion. The reference is relationship which holds between a word and what it points to in the real world. Substitution, an item (or items) is replaced by another item (or items) e.g., *I like movie, and she does*. Furthermore is ellipsis, that it involves the omission of an item and is replaced by nothing like, *she brought some books, and he some pens* while conjunction is the use of formal markers to relate sentences, clauses, and paragraph to each other. The last is lexical cohesion that refers to the role played by the selection of vocabulary in organizing relation within a text (ibid: 180-202).

## 2.2 Previous Studies

In this previous study which was committed by A'yun, Zainiah (2008) on her title *Techniques of Persuasion Used in Advertisements Presented by SCTV Presenters*. In her research, she found that most of English language in advertisements used by SCTV presenters are; suggestion, rationalization, identification and conformity techniques. She used Keraf's and Renkema's theory. Similar to A'yun, Fadhilah, NurulUmi (2010) *A Discourse Analysis on the Persuasive Technique Used in DRTV Advertisement*. She found that the presenters of DRTV Advertisement used several techniques of Gorys Keraf's theory (rationalization, identification, suggestion, conformity, compensation, and displacement) to persuade the audiences.

Abbas, Fakhruddin (2008) on his title *The Use of Persuasive Technique by Barack Obama in His Political Speeches in the 2008 USA Presidential Primaries*. He used Keraf's theory and He found that Barack Obama used several techniques of persuasion to get support from the audience or public and invests his idea in delivering his speeches. These techniques are: rationalization, identification, suggestion (hypnotic), conformities, compensation, displacement and projection. Furthermore, in the use of persuasion technique, Barack Obama used several ways to persuade the audience. Zainuddin (2010) on his title *Persuasive Strategy Used By David Cameron In His Political Campaign Speeches During 2009-2010 United Kingdom Prime Ministerial Election*. Zainuddin also concerned on persuasion and political speech but he used Aristotle's theory. The result of his research, He found that persuasive strategy used by David Cameron can be divided into three categories namely *Ethos*, *Pathos*, and *Logos*.

The last is Sari (2012) who conducted the research entitled *Persuasive Strategies used by Prophet Muhammad in his Religious sermon*. She used Aristotle's theory. The result of her study, she found that persuasive strategy used by Prophet Muhammad can be divided into three categories namely *Ethos*, *Pathos*, and *Logos*.

From the explanation of those previous studies, the researcher could make sure that his research was different. Although the present study also analyzes the same topic, but the concentration, object, and the data are different. This study explores about type of the persuasive strategies and how the persuasive strategies are used on slogan of cigarette's advertisement. In addition, the data used were

some slogans of cigarette's advertisement. The researcher analyzes the slogans used by cigarette's advertisement while promoting the cigarette to persuade the viewers or consumer.



## CHAPTER III

### FINDING AND DISCUSSION

The researcher presents two parts in this chapter. Those are finding and discussion. In finding, the writer presents the data analysis and its interpretation based on the theory of Aristotle. Then the second part is discussion, in which the writer provides the explanation based on analysis result, which covers the answers of problem statements.

#### 3.1 Data Presentation

The data presentations are derived from some slogans of cigarette's advertisement. However, the researcher does not take all the data analysis and presentation in this chapter. There are also the contexts of each datum which add information about the slogans. Therefore, the reader can get comprehensive understanding. The findings and collected data are presented as the following.

#### **ETHOS**

There are four data presented in this categorization. They are:

No	Brand of	Cigarette's slogans	Strategy
	cigarette		

1	<b>Surya 12</b>	<b>DRIVE FOR SUCCESS</b>	Showing his credibility in business
2	<b>Djarum Super Mild</b>	<b>PLEASURE. STYLE. CONFIDENCE.</b>	Showing a good image
3	<b>Djarum Super</b>	<b>MY LIFE MY ADVENTURE</b>	Showing its concern in adventure to explore the beauty of Indonesia
4	<b>Diplomat Mild</b>	<b>I CHOOSE, I LIVE</b>	Showing his credibility and concern in photographer

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#### Datum 1

#### Surya 12: DRIVE FOR SUCCESS

#### Context:

The slogan ‘**Drive for success**’ of Surya 12 appears while the higher unemployment in this country increased. The main character in this advertisement is a young man, tidy, friendly and good looking. He drives a good car and rides a motor cycle in other time. He is a young executive who lives in the city. In his youth, he has obtained several awards the result of his hard work. As a young executive, he also has a lot of friends.



### Analysis:

Through uttering '**Drive for success**', it indicates that Surya 12 uses Ethos strategy. It can be identified through the message which emphasized success in life. The main actor in this advertisement implicitly shows that he has a good image and credibility. He shows his good image through his performance, tidy and good looking. He also shows his credibility by showing that he has comprehensive knowledge about business. He obtains several awards the result of his hard work. Therefore, Viewers can believe to the slogan because the actor is a young man who is really success in life.

Based the process analysis, this slogan is placed into Ethos types because of some cases. Firstly, the slogan uses the language of '**Drive for success**' and the advertisement to influence mind of people, especially for smokers in order that they are attracted to buying the cigarette. After that, with the language and advertisement, the smokers would feel as if they are success people like the man in the advertisement.

### Datum 2

#### **Djarum Super Mild: PLEASURE. STYLE. CONFIDENCE**

### Context:

From the top of a very high cliff there are two guys who are playing the hang glider. They fly through the city centre by using hang glider and them look very enjoy it. Flying by using hang glider is a pride for them. It also becomes a

lifestyle and needs self confidence to enjoy it. These are the context of this advertisement.

### **Analysis:**

In this inquiry, the utterance of '**Pleasure, Style, Confidence**' is proposed as Ethos. It is classified as Ethos because utterance of this cigarette generally shows that it shows a good image. Besides that, it also contains some reason that derived from the analysis process.

First is the use of the word '**Pleasure**'. Meaning of the word is referring a thing that gives happiness or satisfactions. Implicitly, the thing here is Djarum Super Mild. Smokers will get pleasure if they smoke this product. After that, use of the word '**Style**' is a fashionable or elegant quality, and it also refers to Djarum Super Mild which established itself as a fashionable form of cigarette and elegant in quality. The last is the use of the word '**Confidence**'. Without describing the meaning of the word confidence, smokers must know what is meant by Djarum Super Mild. This cigarette tries to convince viewers that anyone who smokes these cigarettes will have high self confidence. With the selection of the right word, Djarum Super Mild could build a good image. **Pleasure. Style. Confidence**

### **Datum 3**

**Djarum Super: MY LIFE MY ADVENTURE**

### **Context:**

This advertisement shows some people who like adventure. They have traveled across islands in Indonesia by driving jeep. They visit Sumatra, Lombok, Bali, Papua, and so on. This advertisement often explores the beauty of Indonesia.

#### **Analysis:**

The slogan '**My Life My Adventure**' which is uttered by Djarum Super can be classified as Ethos strategy. The classification of it can be identified through the usage of slogan words. The slogan shows that they have really good credibility in adventure.

Furthermore, they also look own comprehensive knowledge about adventure, because of that, they spent great deal of strength and time in their live to explore islands in Indonesia. They show the beauty of Indonesia. This strategy helps to show something, which some people have not known about it yet. This advertisement does not only show one beauty island but also showed some islands in Indonesia.

Furthermore, In terms of persuasive analysis, the slogan was classified into Ethos types because of some reasons. Firstly, the cigarette has chosen the advertisement to invite people buying and smoking cigarette of Djarum Super. After that, to attract people, it uses advertisement of actors conducting adventure to some islands in order that smokers felt that they have spirit and characters like the actors as a result, the smoker had a will to use Djarum Super as their choice.

#### **Datum 4**

#### **Diplomat Mild: I choose, I live**

#### **Context:**

This advertisement showed a photographer struggle who was taking pictures when street protests continued. His head got stone when taking pictures. He is unconscious because of getting stone. When he is conscious, he knows that his camera fall down. He straightly takes it and directly continues his job as photographer. A pretty heavy work, but it is the choice.

#### **Analysis:**

The slogan '**I choose, I live**' uttered by Diplomat Mild can be classified as Ethos strategy. Through this utterance, the actor shows his credibility by showing that he has comprehensive knowledge about photographer. He tells that became photographer is his decision. He does not regret his choice as photographer although he faces up complicated challenges. However, He still commits to his career because of his choice.

Furthermore, relates to the cigarette advertisement, the advertisement has correlation with smoking. The word '**choose**' in this slogan means choosing one product to smoke. It drives smokers to choose its product that refer to Diplomat Mild.

#### **PATHOS**

There are four data analysis provided in pathos strategies. Those are:

No	Brand of cigarette	Cigarette's slogans	Strategy
1.	<b>Clas Mild</b>	<b>Talk Less Do More</b>	Stating command words to rise up the audience emotion
2.	<b>WIN Mild</b>	<b>TIME TO WIN</b>	Stating command words and touch the emotion to take audience emotion
3.	<b>GG Mild</b>	<b>BREAK THE LIMIT</b>	Stating command words to rise up the audience emotion
4.	<b>unO Mild</b>	One love, One pride, One Act. <b>One Taste</b> <b>One Spirit</b>	Using the word <b>one</b> to regard the audience as part of him

#### Datum 1

#### Clas Mild: Talk Less Do More

#### Context:

This advertisement showing the mass of people would be watching the concert outside the stadium. They stop because of roads leading to the entrance of the stadium is under repair. When people are crowded because of a fence road, suddenly there are two young men who break down the fence and run in to the door of the stadium. This action is followed by the other person.



**Analysis:**

Clas Mild cigarette uses interesting advertisement, using words that would be remembered easily by consumers. The slogan of Clas Mild is **‘Talk Less Do More’**. It can be identified as Pathos strategy. It is known through the utterance Talk Less Do More, which contain the command word. It tries to be more serious to touch the viewers’ emotion. This Slogan shows that consumers should not, much talk in selecting the cigarette and immediately tried it.

The slogan is increasingly strengthened by video that describes the mass of people would be watching the concert outside the stadium. Actually, they do want to watch the concert, but they stop because the road leading to the entrance of the stadium is under repair. When people are crowded because of a fence road, suddenly there were two young men who break down the fence and run in to the door of the stadium. The action can raise up others emotion, so this action is followed by the other person.

**Datum 2**

**WIN Mild: TIME TO WIN**

**Context:**

WIN Mild cigarette advertising is one of the simple cigarette advertisements. This advertising shows only a few words. Creative, fun, fearless, dynamic, smart, self-esteem, and finished with the command words Time to WIN.

**Analysis:**

Based on the analysis process, slogan of the cigarette advertisement above is categorized as Pathos type since it used the meaningful words. After that, it also tries to touch the emotions of the audience that could rise up the spirit of a person such as: creative, fun, fearless, dynamic, smart, self-esteem.

In addition, the utterance 'Time to WIN' begins by exclamation word. The capital letter of "WIN" is indicated to the name of the cigarette, namely WIN Mild. Those strengthen the use of pathos strategy. In this utterance, it can be interpreted there is no choice for the viewers except WIN Mild and it's time to WIN mild.

**Datum 3****GG Mild: BREAK THE LIMIT****Context:**

This advertisement is full of fight. This commercial describes the youth who foils robbery on gold store. Without the use of weapons, he frustrates the robbery just alone.

**Analysis:**

The slogan 'BREAK THE LIMIT' can be identified as Pathos strategy. It is known through the utterance 'BREAK THE LIMIT', which contain the command word and all words used capital letters. It tries to be more serious to touch the viewers' emotion.

The slogan is also strengthened by video that is full of action. With full of courage, a young man who succeeds to prevent robbery of gold alone at the stores. Certainly, this is an interesting way used by GG Mild to raise the emotions of viewers.

#### **Datum 4**

**unO Mild:** One love, One pride, One Act. **One Taste One Spirit**

#### **Context:**

This describes the about of togetherness. There are three main characters in this advertisement. The first character, he says One love. The second character says One pride. The third figure says One ACT. This advertisement is finished by saying the utterance 'One Taste One Spirit' simultaneously by many people.

#### **Analysis:**

Slogan of unO mild "**One Taste One Spirit**" can be classified as Pathos strategy. This slogan tries to place a priority on togetherness. The classification of it can be identified through the use of the word '**One**' which is used for emphasis the same felling with the audiences. By using the word '**One**' repeated, the slogan really regards the viewers as a part of them and they have same pupose. This is quite effective way to control the emotions of the audience by making the audience be part of them.

Furthermore, the utterance '**One love, One pride, One Act**' also strengthen the use of pathos strategy. In this utterance, it can be interpreted that

this product attempts to control the emotion of the viewers. This cigarette also tries to show the identity with writing the letter ‘O’ that all written with capital letters. The letter ‘O’ which all written with uppercase exactly the same with the letter ‘O’ contained in name the cigarette. That is unO Mild.

### LOGOS:

For the last classification, the researcher provided five data analysis. These data contained of persuasive strategy especially logos strategy.

No	Brand of cigarette	Cigarette's slogans	Strategy
1	Dunhill Mild	TIME TO CHANGE	Giving proofs
2	Star Mild	Tritek filtration technology. SMOOTH BY DESIGN	Giving a logical reason
3	LA Menthol	FRESHER COOLER	Using simile
4	LA Light	REJUVENATED	Giving logical reason
5	Djarum BLACK Mild	Innovative double filter. NEW SMOOTHNESS	Giving logical reason

**Datum 1****Dunhill Mild: Time to change****Context:**

Unlike advertising smoking in General, in this advertisement, there are 16+ 4 and Rp 12,000. The total 16+ 4 is 20. Figure 20 shows that there are 20 cigarettes in any packs of Dunhill Mild. Rp 12,000 shows the prize of it.

**Analysis:**

In the utterance '**Time to change**' implies that this cigarette uses logos strategy. By that slogan, it makes sure the viewers why it is time to change. This product explains it is time to change because of two reasons. First reason, the total of cigarette, the content of this product is 20 cigarettes per pack. The contents of other product average 16 cigarettes per pack. In short, the content of this product is more than others in general.

Second, in terms of price, this product is also cheaper than other products because the price is almost the same with other products but it has more content. Certainly, both of these reasons can be accepted and can be logical comparison with other product. Finally, those are the reason why it is time to change.

**Datum 2****Star Mild: Tritek filtration technology. SMOOTH BY DESIGN****Context:**

The advertisement illustrates the occurrence of flare light three times above the sky. This incident occurs at night and seizes a lot of attention to the



people who are conducting activities because this incident happens in the middle of the city.

**Analysis:**

“Smooth by design” is the slogan of star mild. This utterance can be categorized as Logos strategy. It is put in Logos strategy because it tries to persuade or ensure the audience by stating “**Smooth by design**” as the utterance showing certainty or for sure. With the slogan of Smooth by design, this indicates that taste of smooth not random, but the smooth is really by design. Evidence of it all is Tritex filtration technology used by this cigarette.

With tritek filtration technology, this product wants to show that it is different with others. Tritex filtration technology causes the smooth taste. The viewers can see tritek filtration in the form the cigarette if they buy it. Finally, it tries to convince the viewers that this cigarette is smooth by design.

**Datum 3**

**LA Menthol: Fresher Cooler**

**Context:**

In this advertising there is leave of menthol which flies over the desert. This leave of menthol touches puddle in deserts. Then, several menthol trees grow in the desert. Finally, the leave and the puddle which becomes ice unite in form of yin-yang.

**Analysis:**

The utterance above is narrated by LA menthol. This cigarette seeks to use the Logos strategy in utterance '**Fresher Cooler**'. Fresher cooler in this advertisement does not use arguments, but it advertises the cigarette by persuading people with an illustration of menthol and ice.

Actually, everyone has known that cigarettes made of tobacco. But, using illustrations menthol and ice into one product would like to clarify to the audience in a logic that basically menthol tasted fresh and the ice had a sense of cool. By carrying the slogan '**Fresher Cooler**' this cigarette claims that it has a taste of menthol. Therefore, through that way, this product could still persuade the consumers and makes them believe in the product. As a result, they are expected to try smoking the cigarette as well as be interested in the product.

Some phenomena cannot explain clearly because of government regulation. In this slogan, LA menthol provides the alternative way to explain it. In this case, menthol is illustrated as tobacco. Therefore, through that way, LA menthol could still persuade the viewers.

**Datum 4****LA Lights: REJUVENATED****Context:**

It is a very simple advertisement. This advertisement only shows that it has a new pack and it uses triple blended.

### Analysis:

In this case, LA Lights endeavors to use Logos strategy to promote the product through the slogan **'REJUVENATED'**. Rejuvenated means make somebody or something look or feel younger and more lively. In the other hand, almost everyone knows that smoking is not good for the health of the body and everyone is forbidden to smoke cigarettes by doctor. Then, how come this product can rejuvenate.

Additionally, through the word **REJUVENATED**, this product wants to convince that it could make somebody look or feel younger or more lively. At least there are two things that would be explained through this slogan. First, it rejuvenated because of triple blended. This product uses triple blended in the cigarette. Therefore, the taste is more live with triple blended. Second, it rejuvenated because it has a new pack. With a new pack, somebody who brings it would look younger. Those are the logical reason of LA Lights why the word **'REJUVENATED'** is chose.

### Datum 5

**Djarum BLACK Mild:** Innovative double filter. **NEW SMOOTHNESS**

### Context:

This is one of the simple cigarette advertisements. This advertisement shows people who are stringing words Innovative double filter.

**Analysis:**

Through utterance ‘**New smoothness**’ Djarum black mild tries to persuade the consumer by presenting the Pathos strategy. It tries to convince the viewers by logical reason. First, it convinces the consumers that this is a new product. It could be seen by using the word ‘**New**’. It explains that this product is not only new but it is also different from others. It is new because this product uses innovative double filters. It is different from others because it is the only which used innovative double filters.

Second, it also explains the consumers that the cigarette has smoothness in taste. Besides that, it tries to give logic explanation. This cigarette has innovative double filters, so it has smoothness in taste. It is the new product because of Innovative double filters and it has smoothness in taste also because of Innovative double filter.

**3.2 Discussions**

In terms of analysis process above, persuasive strategies is one of language parts that are used frequently in some fields such as political strategy, economy, social, advertisement, etc. It does not only use oral language, but it also uses text for influencing people.

In this inquiry, persuasive is used in cigarette advertisements for advertising or marketing their product in order that the consumers or smokers are interested in smoking those cigarettes. To advertise their products, they use many

kinds of persuasive forms either text or movie. Besides, they do not state directly their aim, but most of them use persuasive language implicitly.

In this part, after the findings and its analysis are presented, a discussion of the findings is important to answer the two research problems. They are types of persuasive strategies and how the use of persuasive strategies.

### **3.2.1 The Kinds of Persuasive Strategies in Slogans of Cigarette's Advertisements**

Persuasion takes significant benefit in communication. The using of persuasion can be denied, especially in promoting one of products. This also occurred in Slogans of Cigarette's Advertisements. It can be discovered through the analysis which has been done on Aristotle's theory. They are *ethos*, *Pathos* and *Logos*

After presenting and analyzing 13 data of Slogans of Cigarette's Advertisements during 2012-2013 in Indonesia, the researcher finds all types of persuasion or persuasive strategies in Slogans of Cigarette's Advertisements. Based on Aristotle, The types of persuasion are classified into three namely *Ethos*, *Pathos*, and *Logos*. *Ethos* is persuasive strategy used to make a good impression, a good image or credibility. *Pathos* is another strategy of persuasion used to appeal based on emotion, and *Logos* is persuasive strategy used to appeal based on logic or reason. Those types of persuasion are used by the Slogans of Cigarette's Advertisements.



### **3.2.2 The strategies for applying persuasion in Slogans of Cigarette's Advertisements**

The second research problem of this study is "How are the persuasive strategies used in Slogans of Cigarette's Advertisements?" So, it is very important to discuss about the use of each persuasive strategies in Slogans of Cigarette's Advertisements. Ethos, Pathos, and logos were some persuasive strategies used by Slogans of Cigarette's Advertisements.

#### **a. Ethos**

Ethos is persuasive strategy which relates to the effort of showing good image and credibility. Those efforts can be known from many aspects. The way of showing good image and credibility also can be variety. In this point, the researcher categorizes the strategies of the slogans of cigarette's advertisement applying Ethos strategy based on language and message.

The first is Ethos by language. Ethos by language means the endeavor of showing good image to persuade the viewers by the language. It appears in datum (2), (3) and (4). They showed their good image and credibility to use Ethos strategy. Another way they used is by showing that they have comprehensive knowledge about what they are talking about. Such as: Djarum Super, trough slogan MY LIFE MY ADVENTURE.

Second is ethos by message. Another way to show good image is through the message conveyed. It can be found in datum (3). It used this strategy by showing its concern in business.

#### **b. Pathos**

Pathos is persuasive strategy used by slogans of cigarette's advertisement which relate to touch or control of the audiences' emotion while promoting the product. From slogans of cigarette's advertisement, some utterances or words are used to effect and control the viewers' emotion. The strategy of controlling the viewers' emotion can be classified in to two points. They are rising up and alleviating the emotion.

They started command in their slogans to rise up the emotion. It can be found such as in datum (1), datum (2) and datum (3). The videos also strengthened those slogans.

The other way of controlling emotion is alleviating the emotion. It can be seen in datum (4). They used the word 'One' to show that the audiences become a part of them.

#### **c. Logos**

Logos is persuasive strategies which concerned to persuade the audiences through giving logical argument, evidence, and so on. In this case, slogans of cigarette's advertisement also used Logos strategy. It can be known from the way they give logical reason and they gave proof to the viewers. It can be found in datum (1), datum (2), datum (4) and datum (5).

Instead Slogans of Cigarette's Advertisements used simile. It occurred in datum (3).

From those explanations, it can be identified that slogans of cigarette's advertisement can apply many strategies to persuade the audiences. They should not disobey the government's rules and force the audience to buy the cigarette. They need to convince the audience that they have good image and credibility. Then, they can touch the emotion of the audiences. To control the viewers' emotion, the slogans of cigarette's advertisement are not always rising up the emotion, but also how they can reduce it to make the viewers fell calm. Furthermore, they persuade the audiences by providing the logical reason or giving evidence.

Through creative slogans of cigarette's advertisements, they promote their product without breaking government's rules and the viewers can recognize the products.

## CHAPTER IV

### CONCLUSION AND SUGESSTION

Researcher provides conclusion of this study and suggestion. Conclusion is to answer the statement of the statements, while suggestions are given for the next researcher, and the English Department students.

#### 4.1 Conclusion

Most of Cigarettes have interesting slogans that are carefully designed and thoughtfully planned to attract many different people's attention. Through slogan, the Cigarettes could show a representation of the vision, mission, principles, description of identity, claims of positioning the product, and enhances the image of individuals. The last, Cigarette's advertisements are different with the other advertisements in general. The government has made special regulation for cigarette advertisements. Those causes affect view and words choice on advertising. By using persuasive strategy and choosing the exact words, cigarette advertisements make slogans that are very unique and memorable to promote the product.

Analysis of persuasive strategies in the slogans of cigarette's advertisement was analyzed based on types, and how persuasive strategies usage. Based on the result of the finding, it is concluded that the slogans of cigarette's advertisement used persuasive strategies while promoting the products. Those

used all persuasive strategies as proposed by Aristotle to persuade the consumers. They are Ethos, Pathos, Logos strategies.

In the use of persuasive strategies, the slogans of cigarette's advertisement use several ways to persuade the audiences or viewer. Slogans of cigarette's advertisement showed their good image and credibility by using good character that had comprehensive knowledge in their slogans. Afterwards, they applied Pathos strategy to touch the audiences' emotion. They used command word and they drove audiences a part of them. In addition, slogans of cigarette's advertisement induced the audiences through Logos strategy. They give evidence and logical reason to the audiences. By showing new technology such as: innovative double filter and Tritex Technology.

#### 4.2 Suggestion

After doing this research, the researcher acknowledges that there are some weaknesses and limitations of this study that should be covered by the next researchers. Besides that, this research is based on the researcher's interpretation and description that has still superficial knowledge; as a result, it is far from the perfection.

Therefore, the researcher provides suggestions for the next researchers and the readers. First, Many researchers did analysis in politic and advertisement. If the next researchers want to do analysis in persuasive strategies, they can analyze persuasion in different areas, such as in the classroom, court, and so on. Second, they can also used other theory because some previous used Gorys Keraf's theory



and Aristotle's theory of persuasion. Therefore, they can use the latest theory of persuasion to help them understand the data and to be able to do analysis. Because of those, the research will have novelty in state of the art of a research.

For the readers, persuasion takes a very important part in our daily life; it can be used in verbal and non-verbal communication. Especially for the students of English Department, the researcher suggests them to concern studying persuasion as part of discourse subject. It is because persuasion takes an important part in communication and relates to the using of language to convince the interlocutors or audiences. Finally, it can be the art of convincing the interlocutors or audiences.



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### III. Organization

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# APPENDIXES



## 1. Surya 12



## 2. Djarum Super Mild



### 3. Djarum Super



### 4. Diplomat Mild



## 5. Clas Mild



## 6. WIN Mild



## 7. GG Mild



## 8. unO Mild





## 9. Dunhil Mild



## 10. Star Mild





### 11. LA Menthol



### 12. LA Lights



### 13. Djarum Black Mild

