CHAPTER I
INTRODUCTION

1.1 Background of the Study

Language is used to share idea. It is including persuading people. The meaning of ‘to persuade’ is to make someone agree to do something by giving him/her good reasons for doing it, such as using cosmetics products, buying vehicles or making infestations. To persuade is one of the main purposes of advertisements. Advertisement as a promotion tool has an important role in the effort to make marketing of products to be successful. It is used to convey certain information about products, services, or ideas to the target markets. A good advertisement can attract the target markets to be aware of the product, and then to encourage them to buy it. As a result, it has a beneficial effect to increase the sale of products. Russell and Lane, in Kazmi (2004:12) have defined “Advertising is a message paid for by an identified sponsor and delivered thought some medium of mass communication. Advertising is persuasive communication.” Therefore, it can be conclude that advertisement has some elements: (1) messages, (2) sponsor, (3) mass media, and (4) persuade or influence.

Advertising can be done in two ways. It can be electronic advertisements (by using electronic media such as television, radio, or computer), and display advertisement (such as newspaper, posters, catalogues, magazines, etc.) As a promotion tool, in order to give information and to attract the reader, advertisements do not only consist of words but also pictures and illustrations. So, there are usually limited words used in the display advertisement.
Oriflame Cosmetics is an international cosmetics company, which uses multi-level marketing to sell its product directly to customers. The company began its operations in 1967 in Sweden and today has presence in over 60 countries worldwide. The company has over 3.5 million marketing associates worldwide with annual sales of €1.5 billion. Oriflame has been listed on NASDAQ OMX Stockholm since 2004. The brand is named for the Oriflame, the royal banner of medieval France. (http://www.netlibrary.ws/articles/eng/history.of.oriflame)

The researcher is interested in analyzing Oriflame’s catalog because Oriflame is a well-known brand in the world (http://onlinemagazine.com/oriflame.cosmetic). It is also famous among Indonesian women especially for those who live in big cities. Oriflame used catalog to promote its products. The catalog can be accessed through the internet. Every country usually has its own catalog. However the pictures and language style are the same. Information about the Oriflame products conveyed through the catalogue with an interesting magazine-like layout. The information can be considered as advertisement because its nature to communicate the products to the potential buyers. It means to persuade the readers to buy the products (Larson, 2013: 206).

The researcher is also interested in the contribution of this advertisement to construct the standard of ideal beauty and convincing woman to believe it. Beside of that I am the member of Oriflame in Medan. That is why this very important for me doing this analysis. This study is focused on the techniques and strategies of persuasion in the headline of Oriflame catalogue. The researcher chooses this topic because the researcher is interested to know how the headline of advertisement works to promote the product in order to attract customer to buy and use them.
1.2 **Problems of the Study**

1. What type of persuasion techniques are used in Oriflame’s Catalogue?
2. What category of persuasion strategies are applied in Oriflame’s Catalogue?
3. What is the dominant technique and strategy of persuasion found in Oriflame’s catalogue?

1.3 **Objectives of the Study**

1. To describe the types of persuasion technique that used in Oriflame’s Catalogue.
2. To describe the persuasion strategies that applied in Oriflame’s Catalogue.
3. To find the dominant technique and strategies of persuasion in Oriflame’s catalogue.

1.4 **Scope of the Study**

The researcher limits the research only on persuasion. This proposal focused on types of persuasion techniques and the strategies of persuasion which were used in Oriflame’s Catalogue headline.

1.5 **Significances of the Study**

The study of persuasion in this research gives some significance to the readers in some ways to elevate their knowledge.

1. The writer and the readers know the type of persuasion techniques clearly and the strategies used in Oriflame’s Catalogue.
2. The writer and the readers understand that persuasion can be applied in many Oriflame’s advertisement that we have ever seen.
3. In addition, the researcher hopes that the advertiser know how to persuade people in the good way.