CHAPTER II
REVIEW OF RELATED STUDY

2.1 Advertisement

Advertisement can be defined as one of communication’s forms which consist of written and oral language to deliver information or messages. It is used by advertiser to introduce some products and services or promote someone to the public. According to Brochand that “Advertising is one of the elements of the communication strategy of a brand, together with other instruments such as public relations, sales force, merchandising, promotions, sponsorship and direct marketing” (Freitas, 2008:63). In others word, advertisement is a way to convey means by advertiser to the customer or audience use some device. In modern society, advertisement is everywhere. In the street, shop, television, even on the label of something we are using. Advertising use fiction, world play, compressed storytelling, stylized acting, photography, cartoons, puns and rhythms in way which are often memorable, enjoyable and amusing (Cook, 1983:3). As a persuasive media, advertisements play a key role to influence the society by using a variety of language and image.

Lane et al. (2011:493) argue that the core of advertisement is the promise delivered by the advertisement. This statement refers to the importance of the headline of advertisement. However, more explanation is needed in order to give detailed information of the product.
According to Lane et al. (2011), most advertisement are presented in a structure beginning with promise of benefit (the headline) followed by spelling out the promise (the sub-headline, optional), amplification of story, proof of claim and action to take.

Furthermore, Lane et al. (2011: 493-501) discuss the structure of advertisement as the following (a) headline (b) sub-headline and (c) body copy.

a. Headline

The headline is the most essential part of printed advertisement. It is the first thing that can grab the reader attention and make them keep on reading to know more about the product being promoted. Advertiser used headline to directly tell the readers about the benefit of product. There are several characteristics of effective headline. Effective headline is usually written in short, simple words which are selected to appeal only to prime prospects. An
action verb should be included in these words. An effective headline includes primary product, benefits, name of the brand, and an interesting idea to make the reader keep on reading. It should give enough information about the product so that the reader who reads only the headline can still get information about the product being promoted.

b. Sub-headline

If the message is too long to be conveyed in the headline, then a sub-headline is needed. It is part of headline written in a smaller type than the main headline but larger than the body copy. The sub-headline provides more information to spell out the promise presented in the headline. It introduces the body copy and invites the readers to read more.

c. Body copy

The headline and sub-line (if any) are followed by the amplification of the advertisement called body copy. The body copy present the case of the product and how the promise in the headline will be fulfilled. In the other words, the body copy is the part where the advertisers amplify what is announced in the headlines. It will attract the main prospects by giving them explanation of the benefit.

2.2 Persuasion

Bormann (1991:209) argued that persuasion is an effort to change someone’s convince, getting friends, influence somebody, and sells idea or product. It is clear that persuasion refers to the attempts of affecting people by means to ask them follow what the persuader’s said without coercion. A persuasion advertisement is beneficial way especially for business’s world. By the advertisement, people are
tended to the certain product or service until they know, excited, eager to possess the product or service which is offered by the company. A good advertisement is a persuasion that able to stimulate consumer buy or use the product. Related to the advertisement as the main focus of this research, persuasive used to move people, try to magnetize people’s interest, and then realize them that they need the product. Lakhani (2005:16) saiy “Persuasion is about creating an environment that lets two or more people find common ground and belief”. Persuasion is not only about selling, but also about gaining agreement and support. Finally, persuasion can change people’s responses.

Persuasion is about choice (Larson, 2010: 1). Thus, understanding persuasion better will help us make better choices and is essential to live in our ever-changing world where having to choose among alternatives, trivial and essential, is a constant. It is clear that persuasion can make the world a better place just as persuaders throughout history used it to make society a better place, but the phenomenon doesn’t end there—there is a darker side. Persuasion can be used for much good and much evil.

2.2.1 Form, Style and Tones of Persuasion

All advertising begins with orientation. In print ads, the photograph, headline, and first paragraph establish the scene, in TV commercials it would include the first shot, the background music and sound effects. In radio it would include sounds and the first scenes. In the advertiser uses a traditional narrative structure, the complication is often accompanied in TV and radio ads with louder or faster sound effect, often the ad may have a build up around the crisis. The creative is told that most people on average take 1,5 second to read each print ad, the style of the copy
has to be as short and concise as possible with short snappy sentences, compound words, and heavy punctuation: dashes full stops and semicolon. The main point of the story is indicated by the headline and the picture. Headlines often include “key” words such as “new”, “save”, “win”, “try”, “get”, or “buy” to try to hook the reader. “Free” is the most overused term in advertising, and according to advertisers the most effective. Headline add emphasis to a certain word by letting it stand on its own in one line, or by emboldening or coloring it. The headline and the introduction need to hook the reader, by offering a promise, providing some mystery or setting up an ambiguity that can be resolved only by reading on. Pictures are easier to read than words: they take less effort and give the eye freer movement. When writing captions copywriters try to bestow meanings on the picture. If the reader can already make out a certain meaning from the photograph there is no point to the caption. The caption should try to explain to the reader what is going on, not describe the picture. Copywriters hardly ever write something that the reader can already see. They anchor the meaning of the photograph (Brierley, 2005: 167-168).

2.2.2 Persuasion Language

Advertisers use adjectives to build up the brand (Brierley, 2005: 171). Adjectives convey mood and emotion; these are the imagistic elements of the brand, these are what make the brand rise above being a product. Their purpose is to add value to the product and the brand. It is often adjectives which convey the brand’s values: young, youthful, fun, soft, strong, warm, traditional, modern. Similarly, adverbs are also important: smoothly, softly, quietly. Adjectives fit appropriately with different types of products: cars may be sleek, elegant, powerful; chocolate bars smooth, creamy; toilet cleaner fresh, fast, hard-working; fast food cafes fun, quick,
etc.; clothing smart, practical, warm. The most used adjectives tend to be: free, new, better, best, full, fresh, fine, big (a big bite), real, great, safe, clean, delicious, full, and rich (as in coffee). Flowery language can put readers off, as do clichés, double negatives, waffle and jargon (language only a few people understand). In this example from a TV commercial from the 1960s, the words which add to the emotional feel of the brand have been italicized. The purpose of using such descriptive language is to set a mood and tone which creates positive imagery:

2.3 Persuasion Process

To catch the success of a persuasion, it is important to remember the main factor of persuasion process. According to Larson (2013:16), there are four elements of persuasion process, they are; source, channel, message, and receiver.

A. Source

The demands made on the source have to do with the credibility and what is called the likeability (sympathy/ antipathy/ like/ dislike) the source evokes. Source is the sender of an information or message. In advertising, source is a factor that caused the product can be trusted or not, and people also know the quality of a product slightly through its source. The source is related to the credibility of a company, how the reputable of the source in society is and how does the response of consumer about the product up till now.

B. Message

Here, message means the content of an advertisement. May it is the advantage of a products or superiority. Sometimes, an advertiser also put the reason why does the product is produced which is presented through language or pictures. According to Pearson (2003:17), “message is the verbal and nonverbal form of idea,
thought, or feeling that one person (the source) wishes to communicate to another person or group of people (the receiver)”. Message can be form of symbols, word, facial expression, gesture, touch, tone of voice, etc. Moreover, a commercial’s message can be placed in the beginning, middle or the end of advertisement. It depends on the creativity of advertisers.

C. Channel

It is the tools which transferring message from the source to the receiver. It will determine whether an advertisement can widespread effectively or not. There are various channels such as magazine, television, radio, newspaper, leaflet, banner, etc. Oriflame is developing company in Indonesia, to make their product is known by Indonesian people, they introduce products through television, radio, catalogue, internet. So, the product will be used in society.

D. Receiver

The receiver refers to the audiences, viewers, or the target of advertisement. It cannot be ignored that give a big intention the receiver is a main point of persuasion process. The presenters or persuaders have to understand their consumers and their audiences or hearer or consumers’ background of knowledge. By knowing consumer’s background, the advertiser can make a strategy how to attract people’s attention.

2.3.1 Techniques of Persuasion

As a method to persuade people, persuasive should apply techniques in order to catch the mean of persuasion. According to Larson, techniques of persuasion are identification, suggestion, conformity, compensation, and projection (Larson 1986:294-295).
2.3.1.1 Identification

Identification means recognized the circumstances. The advertisers have to analyze the consumers and the situation accurately. Whether they are adult, teenager, children, even identify their job, businessmen, student, teacher, and the others. This technique is important for advertiser because they will be able to promote the products easily. Persuasion tries to avoid conflicts situation and doubtfulness, and by identifying the consumers with their situations, it will make this persuasion runs well.

2.3.1.2 Suggestion

Suggestion is an effort to persuade or influence people to accept the certain conviction without giving a principle or logical belief to the persuaded people. Usually the persuader will give suggestion by words and intonation. The process of suggestion, however, such as direction that involves getting the consumer to accept the product without thinking an idea, belief or action. For example, the Bronzed Beauty Natural Glow advertisement, in this advertisement, the advertiser suggests the consumers who want to be beautiful in the natural faces and make your face colorful in easy way they should use Bronzed Beauty Natural Glow.

2.3.1.3 Conformity

Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumers’ condition. In advertisement, this technique is applied to make the consumer convince with the product. Conformity is usually also considered as an action that will bring positive influence up to progress. This technique of conformity will present more to make the consumer convince that the product is suitable for the advertiser and consumer as the same creature. For example, in the Hair X
advertisement, the advertiser shows to the consumers that they should apply it in their hair to make their hair look gorgeous. This strategy is used to catch the consumers’ attention and interest.

2.3.1.4 Compensation

Compensation is an act or the result of an effort to find a substitution thing which is un-acceptable. This effort arises from the frustration of some previous situations. An advertiser will utilize this situation to influence people that they can get or do the other thing in order to move from their frustration or compensation is a process of finding alternative way in order to move away from unintended condition.

2.3.1.5 Projection

It is a technique to make subject become the object. If someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. A mistake that is done by somebody shifted the mistake to other people, and said that he has it. So, projection is a technique which presents the advantages and disadvantages of the product to show the differences with other.
### Table 2.1: Persuasion Technique Indicators

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<tr>
<th>NO</th>
<th>PERSUASIVE TECHNIQUES</th>
<th>INDICATORS</th>
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| 1. | Identification         | a. Show identification.  
|    |                        | b. Mention of the name or identity of an object or person. |
| 2. | Suggestion             | a. One thing that could persuade  
|    |                        | b. Provide a basis of trust.  
|    |                        | c. Give suggestions with words and tone of voice that is authoritative.  
|    |                        | d. Considered omniscient.  
|    |                        | e. Rely on the strength of an emotional. |
| 3. | Conformity              | a. Make yourself the same or similar.  
|    |                        | b. There are efforts to adapt, adjust, or fit in.  
|    |                        | c. Impressed able to do or act like something intended or target. |
| 4. | Compensation           | a. Contains an act or the result of an effort.  
|    |                        | b. To achieve a goal.  
|    |                        | c. Invite to create better circumstances. |
| 5. | Projection             | a. A technique to make attraction becomes the object.  
|    |                        | b. Properties that do not want to be recognized.  
|    |                        | c. The transfer from one person to another or from one problem to another problem.  
|    |                        | d. Describe good things about himself |
2.3.2 Strategies of Persuasion

Larson (2013:20) said that persuasive strategy is the overall step by step program for reaching some goal. Strategy of persuasion is the process of influencing another person’s values, beliefs, attitudes, or behaviors. The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: pathos, logos, and ethos. Ethos, logos, and pathos were Aristotle’s three forms of rhetorical proof, meaning they were primary to his theories of persuasion.

2.3.2.1 Pathos: an appeal to emotion.

An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

2.3.2.2 Logos: an appeal to logic or reason.

An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

2.3.2.3 Ethos: an appeal to credibility or character.

An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that Crest is the better than any other brand or Americas dieters choose Lean Cuisine.
Often, a celebrity endorses a product to lend it more credibility: Catherine Zeta-Jones makes us want to switch to T-Mobile.

2.8 Previous Studies

The researcher reviews her analyze by taking the previous study of researcher who has already conducted the study on the language used in advertisements. First, Endang (2009). She has observed *A Discourse Analysis of Persuasion in Cellular Card on Banner Advertisement*. From the results, she finds persuasion techniques contained in the discourse of persuasion cellular card on a banner advertisement is rationalization, identification, and suggestibility.

The second previous study takes from Zainiah (2008). She has observed *Techniques of Persuasion Used in Advertisements Presented by SCTV Presenters*. From the kinds of techniques of persuasion used by SCTV presenters are indicated not only by the creativeness of the advertisers choosing the words to save the time and price but also the usage of an idol as the spoke person to attract the consumers’ attention. The findings of the researcher showed that most of English languages in advertisements used by SCTV presenters are suggestion, rationalization, identification and conformity techniques.

The third previous study takes from Fakhrudin with the title *The Use Of Persuasive Technique By Barack Obama In His Political Speeches In The 2008 USA Presidential Primaries*. Theory that used in the thesis is Goris Keraf theory. The result of the thesis is Barack Obama used 7 techniques in his speech, they are: rationalization, identification, suggestion, conformities, compensation, displacement, and projection techniques.