## **ABSTRACT**

Zumrotil Aminah, Ukhti. 2017. Persuasive Technique Used By Lazeta Skin Care Advertisement on Instagram. Thesis, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel Surabaya.

Advisor: Murni Fidiyanti, M. A

Keyword: persuasion, Lazeta skin care, advertising, Instagram

This research is conducted to analyze the persuasive technique used by Lazeta skin care advertisement. This research focuses to find out the kind of persuasive technique in Lazeta skin care advertisement and also the modes of persuasion in Lazeta skin care product on Instagram.

The researcher uses Larson and Aristotle theory to describe the relation of advertisement mode on attracting costumer attention and also to know the technique of persuasion that is used by Lazeta skin care advertisement. Larson (2004) states that there are two techniques in Persuasion, they are intensification and downplaying. Intensification is divided into three categories: repetition, association, composition. Downplaying also divided into three categories: omission, diversion, and confusion.

The researcher found that Lazeta skin care advertisement used five techniques of persuasion. To intensify good quality of the product, they used techniques of Repetition, Association, and Composition. While, to downplay bad quality of their product, they used techniques of Omission and Confusion. On the other hand, Association techniques was used to associate the product with celebrities or others to attract the costumers. Composition technique was used to change the physical appearance of the message. Omission techniques was used to eliminate bad quality of Lazeta skin care product. Confusion was used to make confusion to the costumer's mind. Thus, the researcher found the modes of persuasion in Aristotle theory such as: personal character, put the audiences into a certain frame of mind, and shows the evidences.

Finally, the researcher hopes this research can give a contribution to the next researchers who are interested to conduct the persuasion research by using another theory that is more better and complete.