CHAPTER 1

INTRODUCTION

1.1 Background of Study

Persuasion is the ability to achieve an agreement or conformity of the speaker's and the addressee's willingness. It is a process to persuade others to accept what the speaker or writer wants (Gani, dkk., 1987: 99). According to W.IJsselsteijn, et al (2006: 1) persuasive is the efforts to influence our behavior and attitudes, to convince us for spending our money on one product rather than another, to vote for a particular political party, to stop drinking or smoking, etc. Persuasive can be interpreted as an activity that is performed by someone either spoken or written in order to influence others to do something desired by the speaker or writer.

Persuasion is one of important linguistics studies which is connected closely to society because persuasion became exist in every aspect in social life for example persuasion can convince an addicts to seek professional help, or persuasion can be a tool used by parents to urge children not to accept rides from stranger, etc. Persuasion is also used in advertising product and politics campaign where persuasion is used to persuade certain target of audiences. The technique of persuasion in advertisement is used to persuade the consumer for consume and buy their product. Advertisement is a message to recommend and to persuade the entire society to be interesting in the goods and services offered (Kasali,1992: 16).. Advertising is an attempt to influence consumers in the form of writing, picture , sound or a combination of all that is directed at the entire society (Nitisemito 1994: 134). In this era, advertisement becomes popular in our society. Many products are promoted by the company using advertisement. Advertisement has a lot of influences on product sales. Without advertisement, the companies have the difficulty to introduce their products to the society. Advertisement present to make people interested and know more about the product or service that the company want to sale.

Advertising is a form of marketing communication that uses media mass to convey their message (Soemanagara,2006: 49). But nowadays advertising uses not only media mass but also social media. In this case we can see that some companies, travel agencies, traders, etc promote their product and their Services in social media. According to Chris Brogan (2010:11) social media is a new combination of communication and collaboration tools which allow the types of interaction that were previously not available for the common person. It can be explain that social media is an aplications or website that enable user to participate or share and create content in social networking. Social media that are frequently used to promote and sell their products are facebook, twitter, instasgram, pinterest, kaskus, we chat, line, etc. The companies use social media as a tool to advertise their product offered. For example, Lazeta skin care by MD Clinic informs the products through social media especially instagram. Instagram is a social media that is currently popular. It makes companies and service interested to promote their product in this social media.

Researcher about persuasive has been done by several researchers in various genres, such as: Persuasive Strategies and Hats Off for Cancer Donations (Janae, 2013), The Persuasive Strategies Produced By Zoe And Stan While Dating In The Black Up Plan Movie (Tjong, 2010), Persuasion In International Journals: Pragmatic Analysis (Madya, 2016), Watch your Emissions: Persuasive Strategies and Choice Architecture for Sustainable Decisions in Urban Mobility (Efthimios, et al, 2014).

There are three studies of persuasive that are used in advertisement. First, it is conducted by Antony (2014) from Bharathiar University of India. This study focuses on Indian printed media as the subject in this research. The second researcher is done by Yunita (2014) from Indonesia who conducted a study which took advertising on television as her subjects. The third researcher is Umi (2015) that focuses on persuasive technique that is used in Colours magazine. Most researchers used a persuasion of advertisement is that used in printed media like magazine, newspaper and also television as the electronic media. However there is still limited research that takes advertisement on social media as the subject.

Yet, this research with the same tittle has been done by Lilis (2014) where did a research titled "A discourse analysis on persuasion technique used in smartfren advertisement". This research conducted by students of UIN Sunan Ampel Surabaya She focuses to identify the mode of advertisement and how the way the persuasion techniques are applied on television commercial. She takes the data from the website of Smartfren. She use Guy Cook and Gorys Keraf theory to describe the relation of advertisement mode on attracting people attention. This study focus on Smartfren advertisement but her researcher take the data from website of Smartfren.

Here, the researcher tried to explore the previous research with this research. Based on the previous explanation, the researcher intends to analyze the persuasive techniques used by lazeta skin care advertisement on Instagram. The researcher investigate what are types of persuasive techniques and the intended meanings of the persuasion modes used by Lazeta skin care on Instagram. The researcher limits the analysis focuses on the persuasive techniques that used by Lazetya skin care advertisement on instagram.

1.2 Research Problem

- What are the types of persuasive techniques used by Lazeta skin care on Instagram ?
- 2. What are the intended meanings the modes of persuasion used by Lazeta skin care on Instagram?

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1.3 Research Objective

- To describe the type of persuasive techniques used by Lazeta skin care on Instagram.
- To find out function of each persuasive techniques used by Lazeta skin care on Instagram.

1.4 Significant of the Research

The writer hopes this research can provide the benefits to study in linguistics field, especially about the techniques of persuasive that use persuasive theory and discourse analysis. The writer expects to help the readers understand the techniques of persuasive. So, this research becomes a reference for students that are interested in this topic and want to organize further research.

1.5 Scope and Limitations

In this research, the researcher focuses on persuasion techniques used by Lazeta skin care. The researcher limits the subject in this research only for product Lazeta skin care by MD clinic. She focuses her research in the modes of persuasion and the intended meanings of the persuasion types shown by Lazeta skin care. The writer only chooses four different products from lazeta skin care as the subject in this research.

1.6 Definition of key terms

To avoid any misunderstanding in deliverin the terms, the researcher explains the meaning of terms used. Some terms are defined as follows :

Persuasion persuasion as the process of/skill of symbolic message transmissions in order to appeal to emotions and to modify the persons attitude or behavior (Dillard & Pfau, 2002: 11).

Lazeta skin care is Facial products from MD clinic in Bandung that are freely sold on social media especially on instagram. (www.justsimplereview.wordpress.com)

Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors (Bovee, 1992:5).

Instagram is a free online photo sharing and social network platform that was acquired by Facebook in 2012. (Margaret Rouse IT encyclopedia and learning center, 2013).