

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 applications 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.

