Chapter II

Review of related literature

2.1   Theoretical Framework

2.1.1   Discourse Analysis

Brown and Yule (1983:1) states that discourse analysis is committed to investigation of what and how the language is used for. It means that the study of discourse analysis is concerned about the language which is used for interaction and how the addressee understand about the message. Brown and Yule also argued that discourse analysis is the fundamentally concern with the general principle of interpretation by which people normally make sense of what they hear and read. It can be said that discourse analysis is the study that concern with the written or spoken text. Then discourse analysis also has relationship with the context. Context is a world filled with the people producing utterances people who have social, cultural and personal identities knowledge, beliefs, goals and wants, and who interact with one another in various socially and culturally defines situation (Schiffrin, 1994:364). It is explain that discourse analysis involves the study of text and context. Context related situation or conditions in which something occurs or exists

According to Kineavy (1971: 39) there are four types of discourse such as: Persuasive discourse, Expressive discourse, literary discourse, and

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referential discourse. Persuasive discourse focuses on the audience, the aim is not to designate reality but to induce some practical choice or to prompt an action (physical, intellectual or emotional). Unlike persuasive discourse, expression makes little effort to bring about change in the audience. Furthermore is literary discourse that refers to the types of discourse in which the text or the product or the work itself is the focus of the process as worthy of being appreciated in its own right. The last is referential discourse is a type of discourse in which the use of language stresses the ability of language to designate or reproduce reality, in a manner of speaking.

Thus, in this research the writer focuses on persuasive discourse only. Persuasive almost found in advertisement as an effective way to introduce product and service to the costumer. While creating an advertisement, advertiser should use a correct technique to attract the customer intention.

2.1.2 Persuasion

Persuasion is used to influence other people to believe or to do something. Larson (2004: 11) argued that persuasion is process changes attitude, beliefs, opinion, or behavior. In this definition the process of persuasion gets attention from the receiver. It explained that the purpose of persuasion is the speaker tried to influence the receiver or the reader to do the idea's speaker without violence and coercion. According Aristotle persuasion can be based on a source credibility (ethos), emotional appeals (pathos) or

logical appeals (logos) or combination of them (Larson, 2004: 11). The formal study of persuasion is called rhetoric. It explained as arts of discourse or more precisely as the art of persuasive discourse (Cockcroft, 1992: 3).

Larson (2004: 14) states that the focus of persuasion is not only on the sender, the message, or the receiver, but all of them are equally focused on. All of them have to make cooperative in making persuasive process. So, it can be explained that persuasion is a result combined efforts of source and receiver. From this explanation it can be concluded that persuasion is an effort to persuade people by using the data or evidence and understanding the psychological fact from receiver.

2.1.3   Mode of persuasion

Aristotle (1954: 24-26) classified that modes of persuasion furnished by a spoken word into three types. The first type depend on the personal character of the speaker , the second depends on the way of putting audience into a certain frame of mind and the third depends on the apparent proof or evidence, provided by the word of the speech itself.

2.1.3.1   Personal Character

Persuasion is achieved by the speaker personal character when the speech is spoken to make us think that the speaker is credible. Keraf (2003:21) suggests that in human relationship, character is one of the factors that should always be considered. Persuasion will run well if

audiences recognize that the speaker has good character and has high credibility.

Mainly the speaker's character is almost able to be called the most effective way in persuasion. The speaker's character and personality can also be seen from their speech, and styles they used, such as diction; sentence structure and others that become the speaker's totality. Such as personal character of someone who talks in television, it can be measured from his language and his character. To make the audiences credible with the speakers, the speakers have to know well the problem that will be talked.

2.1.3.2 Putting the audience into a certain frame of mind/ Ability to control emotion

Persuasion may come through the audiences when the presenters stir their emotion. In using such appeals, persuaders assess the emotional state of their consumers and design artistic appeals for those statements. The presenters also should stimulate consumer's emotion if necessary. The ability of controlling emotion is not only depends on the consumers but also the presenters itself. In addition, the presenters should prepare the content of the persuasion that is suitable with the purpose intended (Keraf, 2003: 22). However, controlling the consumers' emotion is also needed.

2.1.3.3 Apparent Proof or Evidence

Giving apparent proof is used to prove or empower the truth of the object that persuaded. A requirement to be successful in persuasion is that the persuader should provide sufficient evidence. Persuasion that is done by persuader should show the truth that can guarantee the product is better than other and it should not be too abstract for consumers. One simple way of giving evidence is taking the society with the product.

2.1.4 Technique of persuasion

All advertisements use persuasive techniques its used to convince us to purchase a product or service or to support a cause. Larson (2004: 18) argued that techniques of persuasion divided into two categories. Firstly, is intensify their own good points and the weak point of the opposition. Secondly, is downplay their own bad or weak point and the good point of the opposition. The persuader can use repetition, association and composition to intensify their own good point or the bad point of the opposition or they can use omission, diversion and confusion to downplay their own bad point or the good point of the opposition.

2.1.4.1 Intensify

This technique has two sub strategies. Those are intensifying their own good points and intensifying the weak point of the opposition. All persuader want to look good in the eyes of the audience. in this technique the persuader intensifies the own good points, for example: he is always been a willing and honest servant for good causes. And other intensify the bad point of other people, for example: he is got shifty eyes, I would not trust him (Larson, 2004:20). It means this technique compared with the own idea and other people idea. In the advertisement, this strategy used to claim the advantages of the product or service. This technique divided into three techniques such as: repetition, association, and composition.

2.1.4.1.1 Repetition

One way to intensify good or bad point about a product, person or candidate is by repeating them over and over. It occurs in a slogan, jingle and logo type. For example, in product of energizer battery "just keeps going and going". It presents in Television spot or on the packaging for the battery. This repetition intensifies the good aims and emphasizes that the ultimate success depends on each individual reader making an effort to end the slaughter of the seals. Therefore, repetition is purposed to make a cognitive sense and also emphasize the message which convey by the persuader (Larson, 2004: 21).

2.1.4.1.2 Association

Another technique for intensify is association. Larson (2004:21) states that this technique relies on a there part process. Firstly, a cause, product or candidate is linked. Second, to something already liked or disliked and the third is by audience. Than the cause, product or candidate is identified with the thing liked or disliked. In this technique persuader used careful audience analysis to identify the fear, want and bias of the target audience, for example is in shoe advertisement the persuader associates with well know professional athlete who use them. It might associate the shoe with everyday people who are athlete. It proves that the products associate with the condition of the audience or the receiver.

2.1.4.1.3 Composition

The third technique of intensify is composition. It means emphasizing one is own good characteristic or the other people is bad characteristic by changing the physical makeup of the message (Larson. 2004: 21). Larson (2004: 21) argue that this change comes across through the use of nonverbal or visual means and take several forms, for example: the makeup of the printed word can be changed as in changing " U.S.A" to " U$A" or " America" to " Amerika". This technique also allows persuader to compare and emphasize that the own product is different with others.

2.1.4.2 Downplay

In this technique the persuaders want to downplay their own bad point at the same time downplay competitor good point. It is the opposite of the first technique, for example ford and general motors firstly downplay a number of Chrysler specially, Chrysler invented factory, rebate 7/70.000 warranties, the minivan front wheel drive although both ford and general motor tried to match Chrysler effort., firstly downplaying the opposite but after that left the two latecomers with a "me too" image to be downplaying (Larson, 2004: 22). This techniques are divided into three categories such as: omission, diversion and confusion.

2.1.4.2.1 Omission

In this technique persuader simply leaves out critical information to avoid highlighting the own shortcoming (Larson, 2004: 22). However, this technique tries to omit telling costumers about their own bad thing and the other is good point. The purpose of this technique is to omit the bad point of the message in order to influence the receiver, for example: is in Claussen Pickle Company intensified its own good points when it advertised that its pickles are refrigerated rather than cooked and are therefore much crisper than Vlasic pickles, its major competition. They did this in television advertisement that showed two pickle, one a Vlasic and the other a Claussen. The "snap!" of the

Claussen pikle and the brust of juice from it really intensified Claussen is good points. However, Claussen omitted telling consumers that, in order extend the shelf life of the pickles, they contain more sodium that Vlasic pickles (their own bad point) and that refrigeration is not necessary for Vlasic pickles (the other is good point) (Larson, 2004: 23).

2.1.4.2.2 Diversion

This technique consists of shifting attention away from another good point or one is own bad point. The basic purpose is to provide a substitute issue. In this case persuader also used humor to divert attention. The key of the using humor is to make a point that no one is perfect. In the other hand, it also used highly emotional appeal sometimes called the ad hominem argument. For example: ford motor company used of emotional appeals to divert attention away from its own shortcoming in the design of the explorer. " the vehicle had a dangerous tendency to roll over, and a number of death or injuries resulted" (Larson, 2004: 23).

2.1.4.2.3 Confusion

The last technique in downplaying is making confusion in the audience mind. It used the highly technical terminology or jargon that the receiver does not understand and creates confusion. Larson (2004: 24) argued that another device for downplaying one is own weaknesses or the competition is strengths through confusion is the use of faulty logic, for example: "She is beautiful! She engaged! She use earth balsam hand crème!" the supposed logical progression is that because "she" used the hand cream, she is beautiful and because she is beautiful, she met and won the man of her dream (Larson 2004: 23). Therefore, this technique is purposed to downplay the own bad point by using confusion.

2.1.5 Advertisement

Advertisement here equated with the concept of advertising. Belch and Belch (2001:15) stated that Advertising is any delivery of information about goods or services by using paid non personal media. Advertising is a process of communication that has important strengths as marketing tools, help service, as well as ideas and ideas through certain channels in form of information that is persuasion.

Jones (2002:2) gives definitions of advertisement as a perpetually and relentlessly commercial enterprise. It builds or protects business, which normally means increasing or protecting sales and it is evaluated by its ability

to do these tasks. Another definition about advertising as a paid non personal communication, from an identified sponsor using mass media to persuade or influence an audience (William lewis, 2000:4)

From the explanation above it can be concluded that the advertising is the delivery of information of public about the goods or services offered through the mass media and through the media posted in public places.

2.1.5.1 Types of advertisement

According to Kotler (2002: 658) there are three types of advertisement such as:

1. Informative advertising

   These advertisements have the following characteristics: Purpose to establish or create awareness or recognition and knowledge about, the product or new features of existing products, Inform the price changes and product packaging, Explain how the product works, Reduce the fear of consumers, Correct.

2. Persuasive advertising

   These advertisements have the following characteristics: Aiming to create joy, preferences, and beliefs so that consumers want to buy and use goods and services, Persuasive the audience to

choose a particular brand, Advise to buy, Changing consumer perceptions, Persuade to buy now.

3. Reminder advertising

This advertisement has the following characteristics: Purpose to encourage repeat purchases of goods and services, Remind that a product has the possibility to is needed in the near future, Remind the buyer where to buy the product, Maintain awareness of products (consumer's state of mind), Establish a good relationship with the consumer.

2.1.6 Previous study

The researcher find some of persuasive strategies that is used in advertisement. it has been done by several researchers such as Antony (2014). He conducts a research tittle "Language persuasion: a discourse approach to advertising language". The subject in this research is advertisements that published in Indian print media. He uses discourse analysis approach to analyze how the advertisement affect the human mind through their language that is explored in the three levels : 1) Cohesion and coherence, 2) Speech acts and 3) Ideology. The finding of this research is not necessary the advertisement used an image. Because, the more number of cohesive and coherence markers use textual level. These markers at textual level itself create persuasion among the readers. Secondly, the speech acts is a powerful persuasive technique among textual advertisements. The different patterns of speech acts such as; question

answer method, problem- solution methods, suspense creating methods are some of the most influencing attractive methods used in many of the textual advertisements. There are no advertisements without ideology. If the ideology is powerful the ads will be compatible. The weak ideology advertisement remains stale and less persuasive.

Second researcher is Nuckfi from Maulana Malik Ibrahim State University Malang (2016), she conducted a research tittle "Persuasive strategies used in slogan of iphone advertisement". This research focuses on the kind of persuasive strategies in slogan of Iphone advertisements and the way the advertiser implemented persuasive strategies in slogan of Iphone advertisement. The researcher used Gory'skeraf and Aristotle theory about persuasive strategies. The finding of this research is there are six kind of persuasive strategies that used in slogan of Iphone advertisement, they are : rasionalization, identification, compensation, hypnotic, conformity, and displacement strategy, but the most frequent that used in this slogan is rasionalization, compensation and hypnotic strategy. The adviser in this research used ethos, pathos and logos technique to implementing the persuasive strategies in slogan of Iphone advertisement.

The third researcher is done by Umi (2015) from Sunan Ampel State University of Surabaya. She conducted to analyze persuasive technique that is used in colours magazine. The researcher uses the theory from Larson (2014) about technique in persuasion. She focuses on the detailed understanding about

the using of persuasive techniques that used in advertisement of colours magazine and describing of those function. The result of this research is the colours magazine advertisement uses five technique in persuasion they are repetition, association, and composition to increase their own good point and the bad point of the opposition. While used the techniques of omission and diversion to downplay their own good point and the bad point of the opposition.

The last research is Madya from Muhammadiyah University of Surakarta (2016) where did a research titled " Persuasion In International Journals: Pragmatic Analysis." Her research is about the persuasive strategies and hedging the strategies that applied in persuasive sentences used by native and non-native English author in journals International. This research used documentation method by using content analysis techniques. The writer aanalyze 25 journals written by native English author and 25 jounals written by non-native author using Aristotle's persuasive strategies theory and Hyland's hedges strategies theory. The result from this study the native authors used 481 persuasive strategies which consist of 186 Ethos, 132 Pathos, and 189 logos. In non-native author found 397 persuasive strategies which consist of 157 Ethos, 32 Pathos, and 208 Logos. In the use of hedges strategies the native authors use 803 hedges which consist of 62 Attribute Hedges, 463 Reliability Hedges, 149 Writer Oriented hedges, and 129 Reader Oriented Hedges. On the other hand, non-native authors used 702 hedges which consist of 46 Attribute Hedges, 411

Reliability Hedges, 113 Writer-Oriented hedges , and 133 Reader Oriented Hedges.

Unlike the previous studies, this research studies about technique persuasive of advertisement on Instagram only focus on technique persuasive that use on social media especially on instagram of Lazeta skin scare. The researcher take and collect the data from Instagram of Lazeta skin care. This study examines the types of persuasive techniques and the intended meanings of the persuasion modes used by Lazeta skin care on Instagram. Though, this present study applied Larson and Aristotle technique and modes of persuasion. Larson suggest there are two categories of techniques persuasion they are intensify and downplaying. There are 3 types techniques persuasion to intensify their own good point or the bad point of the opposition such as: repetition, association and composition. There are also 3 types technique persuasion to downplay their own bad point or the good point of the opposition such as: omission, diversion and confusion. And there are three types in modes of persuasion such as: depends on the personal character , the second depends on the way of putting audience into a certain frame of mind and the third depends on the apparent proof or evidence, provided by the word of the speech itself.