

Persuasive types used in Lazeta skin care advertisement

Researcher uses persuasive techniques by Lars and downplaying technique. Intensification technique and composition. Downplaying technique and confusion. And it will be explained on an advertisement.

Conclusion

Research, Lazeta skin care uses intensification technique

4.1 Findings

The researcher uses persuasive techniques by Larson, such as intensification and downplaying technique. Intensification technique consists of repetition, association and composition. Downplaying technique consists of omission, diversion and confusion. And it will be explained on analysis below:

In this research, Lazeta skin care uses intensification technique to attract the consumer and then buy the product of Lazeta skin care. To intensify the brand name and the quality of skin care by Lazeta, there are three categories of intensification in this research, they are repetition, association and composition.

4.1.1.1.1 Repetition

The first technique of Lazeta skin care advertisement is Repetition. In order to persuade people, the advertiser uses repetition on a single word or sentence. The researcher finds this technique in data 1 below:



Picture 1

The advertiser shows picture 1 included the brand name and slogan for the advertisement. The advertiser repeats “Md glowing as the brand name of this product” and shows it in every picture to imprint on memory of the reader or consumer especially the users of Instagram to identify, to recognize, and to respond. Thus, the advertiser purposely wants to make the reader easier to remember about this product for longtime.

The researcher also finds the same sentences that use in all pictures of the product in this advertisement. The advertiser chooses the good diction in their advertisement “ always listening to your skin”. It indicates that the advertiser tries to give information that their product can make skin good, clean and another benefits that we want about our skin. Therefore, the advertiser uses this slogan. Moreover, this slogan becomes the characteristic of Lazeta skin care product and makes people easier to remember this advertisement. Hence, this advertiser uses repetition technique for this advertisement. Thus, the next point explains about the second category of intensification that is association.

4.1.1.1.2 Association

To intensify the quality of the Lazeta skin care product, this research uses association technique. This technique tries to link the product with the readers' like or dislike. It means that the advertiser associates the emotional appeal of the reader. The researcher finds the technique on the picture of the data below:



Picture 3

The third picture above, Lazeta skin care as the famous product on Instagram is endorsed by Aghnia Punjabi as the brand ambassador or model of Md glowing skin Luxury cream by Lazeta for teenager. The advertiser knows that Selebgram now becomes famous on Instagram especially for woman teenager. In the picture above, Aghnia holds the Luxury cream from Lazeta, she wears pink clothes, headscarf and also sunglasses on her head. Actually, this style now becomes a trend fashion on beauty blogger, selebgram or among other woman teenager. Indirectly, the advertiser wants to give an information through the picture that this product is produced for teenagers. Therefore, this advertisement applies the technique of association to influence the customer especially for woman teenager. The advertiser also give an information that this product can be used by the teenager Muslim because Lazeta skin care permits it.



In picture 4, the advertiser also uses Nikita Willy as endorsee for their product. In the picture above, Nikita looks beautiful with long hair and her left hand touches her left cheek with smile on her lips. Besides, she also shows the Md glowing luxury cream from Lazeta. From the picture, the advertiser wants to show that looks clean using Md glowing luxury cream because the product makes her skin soft and glow. The advertiser uses Nikita to persuade the costumers easily through her personal character. As we know that she is a famous entertainer so she has a she has 2,4 million followers in her Instagram account, so it will be easy to affect the costumers especially her followers to buy product which is endorsed by her. Hence, this advertisement links the Luxury cream with Nikita as a famous entertainer from Indonesia. Therefore, if common people like Nikita, they will link her to Luxury cream. So, they will buy this product too.

From the picture 5, the advertisement shows the picture of Nagita Slavina. She poses and holds the milk cleanser product by Lazeta beside her cheek. The advertiser links Milk cleanser product by Lazeta with Nagita Slavina to intensify a good point of this product. From this picture, the costumer can see that Nagita looks glowing and also has a good skin. The advertiser actually knows that Nagita has a lot of followers on her Instagram account, then it makes easier for her to attract the attention of her followers or fans to buy this product. So, this advertisement gives the fundamental idea for the costumers if they want to be cool and beautiful, they have to use this product because their idol also uses it too.



In the next picture, the advertiser shows Amy R Qanita as the model for Md glowing sun screen cream by Lazeta. The picture shows that Amy poses with holding the Md glowing product by wearing sunglasses and also standing around the date palm tree as her background. In this picture, Amy wears sunglasses which means that Amy stands in the hot weather. This picture also looks bright, it means that the advertiser wants to give information that this picture is taken in the afternoon and also there is no lighting around her because she wears sunglasses. The advertiser links this picture to the Md glowing sun screen product that shows through this picture about when we have to use this product. In addition, the advertiser also tries to give information that the product can protect our skin from the sunshine. This advertiser influences the old woman like Amy to uses this product and buy product which is endorsed by her.

Picture 7

From this picture, it gives the information that Md glowing skin by Lazeta presents the event Ramadhan called “Ramadhan Ngangenin”. The process of persuasion is begun by showing its visual effect which indicates that the event is attended by Makuta Princess (Laudya Cynthiabella) and also shows the arrangement in this event such as tausiah, music performance and we can break fasting together with Makuta princess. Besides that, the picture also presents all of the sponsors for this event. It means that the advertiser tries to intensify its excellence. It associates this advertisement with the big event which is very attractive to readers. The advertiser also associates to the readers who like Princess Makuta, so they can be interested on this event and know about Lazeta skin Care product.

In data 5 shows the picture of Medina Zain in the brochure. This brochure contains of invitation for all the costumers from Md glowing for the exclusive break fasting together with @medinazein on Friday 16th June 2017 in Numericca 29 botolempangan street, Makassar. The advertisement affects the customers to come and join on this event that is attended by Medina Zein as the CEO. People who are wondering about the CEO of Md glowing by Lazeta surely be interested and attend on this event. Hence, the advertiser associates the Md glowing product with Medina Zein as the CEO of this product.

Picture 8

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shows all of the brand ambassadors of Md glowing skin product by Lazeta. It identifies all of the celebrities and selebgrammer who are associated with Md glowing skin, so it can affect a positive attitude towards them to buy Md glowing skin by Lazeta. The brand ambassadors in their advertisement.

Picture 9

shows Medina Zein as the CEO from Md glowing holds the Md glowing product by Lazeta. The advertisement shows the costumers that CEO of Md glowing also use the product. Medina Zein is wearing a white dress with a glowing pattern which is glowing and having a good skin. However, the advertiser wants to make sure that the product is good and proved by the CEO before it is sold. The advertisement shows the good quality from this product by associating the product with the CEO.

Picture 9

shows Medina Zein as the CEO from Md glowing holds the Md glowing product by Lazeta. The advertisement shows the costumers that CEO of Md glowing also use the product. Medina Zein is wearing a white dress with a glowing pattern which is glowing and having a good skin. However, the advertiser wants to make sure that the product is good and proved by the CEO before it is sold. The advertisement shows the good quality from this product by associating the product with the CEO.

4.1.1.1.2 Composition

The researcher also finds the technique of Composition in Md glowing product. This technique emphasizes the own good characteristic by changing the physical make up of the message. It is presented as below:

As from the picture, the advertiser tries to give the information about products of Lazeta skin care. The advertiser tries to intensify the good point of Lazeta skin care. It can be seen in writing of “ Lazeta ”. The advertiser changes the name of brand Lazeta with a new symbol that is more beautiful and makes easy to remember by the readers or the costumers. It is supposed to make Lazeta different from another skin care and also explains the quality of Lazeta skin care with changing the physical appearance. Hence, this advertisement uses technique of composition.

[illegible]

to underestimate other products by sublimating the language. This technique is presented as the data below:



Picture 14

Picture 14 shows the machine of Lazeta skin care that is used in their factory to produce Md glowing skin. It shows the detail information about production of the products. In this picture, advertiser only shows the machine of this product, but they do not show the process of production and packaging (negative points). The advertiser downplays the negative point by persuading and giving the information for costumer that they have a good product which is produced by the sophisticated machines. Unfortunatrly, they omits to tell the costumers

This technique uses confusion technique to make customers' mind. It uses the highly technical terminology that makes the costumer does not understand and creates confusion. It is presented as below:

[illegible]

technique of confusion in their advertisement.

Picture 17

From the pictures of 15 and 16, there are two of women who pose and show similar hair colors. Picture 15 shows the long hair of Shanty and picture 16 shows the short hair of Angel. When the costumers see this picture, they will think that Lazeta wants to show the new product that has a connected with their hair. They will think that these pictures are hair dye

[illegible]

4.1.2.1 Personal character

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The personal character of the speaker is the mode of persuasion that is defined by someone who has good character and high credibility. It is presented as bellow:

In video 1, the presenter of this advertisement is Hamidah Rahmayanti. The advertiser uses Hamidah as the presenter to give information about Md glowing luxury series because of her personal character. As we know that Hamidah is the one of the famous hijaber, beauty blogger and also Selebgram who has a lot of followers. In this product, Hamidah also able to use persuasive language for the advertisement. She catches the consumers' attention and make them feel that they need to but this product. She also gives some evidences to strengthen her statement and reveals why she uses persuasive language advertisement. This is the way to answer the intended meaning, modes of persuasion language advertisement in using the way to persuade consumers in the second research question of this research.

Video 2

The personal character of this research can be seen from the profile of the presenter itself. Nikita Willy as an actress who has a good performance, good self-confidence, and also has a great ability to speak as the scenario. In this video, Nikita shows about the tutorial of using Md glowing platinum by Lazeta skin care. it also gives an information about the benefit of each product in Md glowing platinum product. In the last scene, Nikita shows on the mirror that after using the Md glowing series see looks more fresh and glowing. Here, Nikita tries to catch the consumers' attention through the evidence that she has obtained after using the product itself. Thus, the next modes of persuasion are explained as in the point below.

A woman with dark hair is holding a pink bottle of Zeta Skin Care product. The bottle has a silver cap and the text "Zeta Skin Care" and "Anti-Aging" is visible. In the bottom right corner, there is a logo for "Zeta" with a stylized "Z" and the text "Zeta Skin Care" below it.

Pictures of 18 and 19 show Nikita Willy and Nagita Slavina as the celebrities from Indonesian who have a lot of followers on their Instagram accounts. The advertisement uses these pictures to make the costumers think that their idols have healthy skin and look glowing because of using this product. Thus, the customers will need to buy this product to make their skin healthy and look glowing as their idols. This advertisement contains the persuasive language because of its intended meaning. So, it will make the consumers buy and grab the product in order to see the result obviously.

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. It is presented below:

Picture 15

Picture 14 **Picture 15**

This advertiser shows the evidence of using the product by showing those pictures. The advertiser shows the girl before and after using the product of Lazeta skin care. From picture 14, it is clear that the girl who has dull skin before uses this product and becomes glowing after using MD glowing by Lazeta skin care. Picture 15 shows a girl's face which has a lot of acne before uses this product and becomes glowing and the acne from her face is faded after using this product.

4.2 Discussion

Based on the finding which is described above, there are several things that can be noted from each research problem. The first research problem is “what are the types of persuasive techniques used by Lazeta skin care on Instagram?”. The researcher uses technique of persuasion by Larson. There are two categories of the persuasive technique, they are intensify and downplay. The

The result of the finding of the first research question is contrast with the result by Umi (2015). Umi (2015) examines the technique of persuasion and its function on Colours magazine. The result showed this research in 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. Meanwhile, the result of the finding in this research shows that the researcher do not find the technique of diversion in Lazeta skin care advertisement. Diversion is the technique which consists of shifting attention away from another good point or the own negative point.

Almost the entire products of Lazeta use association technique to make the consumers believe and interested to buy this product. Other reason is because there are several actresses who have good skin after using product from Lazeta skin care.

The second research problem is “what are the function of each persuasive techniques used by Lazeta skin care on Instagram?”. Basically, technique of persuasion involves three kinds of intended meanings of modes persuasion such as personal character, putting the audience into a certain frame of mind or ability to control emotion and apparent the evidence.

Personal character is one of fundamental ideas in persuasion shown on the picture2, picture 3, picture 4, picture 5, picture 6, and video 1. It shows that this advertisement uses personal character to catches the consumer attention and make them feel that they need to buy this products. The second fundamental of persuasion is putting the audience into a certain frame of mind or ability to control emotion. The advertiser shows the picture 4 and picture 5 to makes the consumers think that their idols use product skin care from Lazeta and have beautiful and healthy skin. So, they are interested to buy and use this product too. The third is apparent the proof and evidence. The evidences are needed in showing to consumers that this advertisement is surely true. Besides that, the evidences are needed to make successful in persuading the consumers. The advertiser shows picture 14 and picture 15 to makes the costumer believe about the benefit of Lazeta skin care product.

