CHAPTER II

LITERATURE REVIEW

2.1. Theoritical Framework

2.1.1 Discourse Analysis

Discourse analysis is a study of language which is used and arranged inside the cultural and political context as a place where the discourse occurs. It concerns to the how people use language in text and context; what people actual utterances and try to figure out the processes that make those utterances appears. Deal with it, Discourse Study analyzing written, vocal, or sign language use or any significant semiotic event. According to Daymon and Holloway (2002:141)" discourse analysis appreciates the language or discourse, is not simply a device for producing and transmitting meaning. It is a strategy which people use purposefully to try to create a particular effect".

Discourse analysis takes a significant role in human communication since it is not only focuses on the language and the meaning but deeply to the some elements in communication, such as how, who, what, and when the language is used. It is in line with Brown and Yule (1983:1) who argued Discourse analysis is committed to an investigation of what and how that language is used for.

Kinneavy had group the discourse into four types, they are: Expressive discourse, referential discourse, literary discourse and persuasive discourse (As cite at Abbas 2008:23). Expressive discourse means a type of discourse in which language is used as a simple vehicle for expression of some personality's aspect by

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the encoder (the person who encodes the message). 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. Then literary discourse 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 persuasive discourse which focused primarily on the decoder that is the other person involved in the process or the receiver of the message. In this type, what essential is the encoder, reality, and language itself all become instrument of the achievement of some practical effects in the decoder. In this research, persuasive discourse is the main focus of the writer's discussion. 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's intention, remember there are a lot of product which also promotes through television's commercial.

2.1.2 Advertisement

Advertisement is a part of discourse study which is greatly influence modern society. Advertisement is visible on TV which can use picture, music and language either singly or combination. Through television medium, advertisement is very effective since it is more appealing eye catching, and all designs to elicit an emoticon response. In society, advertisement becomes the popular promotion's strategy which talked by all people. It is because its ability to reach the broad range.

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Advertisement can be defined as one of communication's forms which consist of written and oral language to deliver information or messages. It is used by advertiser to introduce some products and service or promote someone to the public. According to Brochand that "Advertising is one of the elements of the communication strategy of a brand, together with other instruments such as public relations, sales force, merchandising, promotions, sponsorship and direct marketing". In others word, advertisement is a way to convey means by advertiser to the customer or audience use some device. In modern society, advertisement is everywhere. In the street, shop, television, even on the label of something we are using. Advertising use fiction, world play, compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in way which are often memorable, enjoyable and amusing (Cook, 2001:3).

As a persuasive media, advertisements play a key role to influence the society by using a variety of language and image. Arens (2006:7) defined Advertising as the structured and composed non-personal communication of information, usually paid for and persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media. In his definition, the words ,"paid" and ,"non-personal" bring the fact that an advertisement generally should be bought because of its characteristic that invoke mass media (television, radio, magazine, etcetera). Although advertisement can present broadly, it does not guarantee a direct feedback from receiver. So, advertiser must consider the language, picture and other element in their advertisement to make sure the message can be deliver appropriately. In short, advertising is a strategic discourse which has

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a persuasive purpose in the form of linguistic and non-linguistic elements form and context.

To persuade the viewers, an advertising appeal should be considered by the advertisers. It is an approach to excite people interest toward their products. Blech (in Morisan, 2003:344) had categorize the advertising appeal into six aspects, they are:

1. Feature Appeal

It emphasize to the certain quality or characteristic of the products. It gives more information to the viewer about the superiority of the product's feature.

2. Competitive advantage

An advertisement that has this approach usually is presented by comparing the advertiser's product with other competitive product either directly or indirectly. They claim that their product is better than others.

3. Favorable price appeal

This approach focus on how advertiser creates a commercial which attract people through product's price. The message of this advertisement contains more information about the special offering or the low price of products.

4. News Appeal

It is an advertisement which uses mass media to announce the product and its development. It may useful for a company who has repaired or modified their product becomes news and they will promote it to the people.

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5. Popularity Appeal

The main purpose of this approach is to show the quality of product. In advertisement, the advertiser uses some figures or experts to suggest people buy or use the product.

2.1.3 Guy Cook's Theory of Advertising as Discourse

Discourse of advertisement means explore the language usages in linguistic aspect, but it more complex since music and picture take a part on advertisement. Discourse and advertisement are two components which relate each other. Cook (2001:3) argued that Discourse analysis is not only focus on language alone but also the context of communication: who is communicating with whom and why, in what society and situation, through what medium, how different types and acts of communication evolved and their relationship to each other.

Winardi (1989, 363-364) explained that communication process in the field of advertisement starts from the advertiser as the communication source conveys messages which are intended to be delivered to the viewer through any kinds of media in the form of words and pictures. So, Discourse study examines the elements of advertisement based on the text and context together.

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2.1.4 Modes of Advertisement

In his book titled, "The Discourse of Advertising", Cook's (2001:4) introduced his notion of modes of communication in advertisement as below :

A. Pictures

Pictures, however, do far more than carry a story (Cook, 2001:54). Pictures in advertisement present a story which is shorted through scene by scene. Advertisers rely more upon the picture and many advertisements create powerful message almost entirely through picture, music and virtually language-free. Picture as visual element in advertising is arranged in such a manner to reach the success of delivering message. Every scene in advertisement means the series of story where the company product ongoing promoted. Therefore, through the scenes, the advertiser hopes it can represent the company to introduce their product. Picture, as Cook's theory may be fragments of story, motion, and cartoon, photographic: broad panoramic of some location, an interior shots or exterior shots, even extreme shots of the product.

B. Music

Music has discrete units which can be combined with different ways along a time-line (melody). For individual, or for a group, a given piece of music may evoke a certain mood, or associate with quite specific places, event and images (Cook, 2001: 50). In a commercial field, music may represent the company and product characteristic which is known as jingle. Jingle is a short tune contains of some meaningful lyrics or slogan which explicitly promote a hook product. It is

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purposely created for commercial business from a brand. Jingle brings a simple message which plays in certain melody and rhythm.

C. Speech and Writing

Language (speech and writing), music and picture are elements that almost found on advertisement. As each function, they give effect that advertisement in this time looks more skillful, clever and amusing. Besides, advertiser belief that the greater power of speech is provided by the tendency in television to use writing for advertisement's message. The message can be present through slogan, jargon which carried the point of the product or service. Slogan is a brief sentence or phrase that becomes the identity of a product as like as jingle. Additionally, on television, picture move, music plays and language comes in changing combinations of speech, song and writing (Cook, 1992:42). It means that those elements above united into a commercial where television as the medium to present it. Speech and writing play more in advertising as a verbal communication which bring a product's message. In this research, speech and writing mean language which appears within advertisement's performance.

2.1.5 Persuasive

Study language means learning the art or style of language. Here, Keraf (2004:118) stated that Persuasive is a verbal art that purposely convince someone to obey what the speaker's said in this moment or in the present time. It means that the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and coercion. A persuader should make their object

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believe that they are trusted agent. So, from that belief people will decide a right decision by their consciousness.

Persuasion held conformity or agreement through reliance. Bormann (1991:209) argued that persuasion is an effort to change someone's convince, getting friends, influence somebody, and sells idea or product. It is clear that persuasion refers to the attempts of affecting people by means to ask them follow what the persuader's said without coercion. A persuasion advertisement is beneficial way especially for business's world. By the advertisement, people are tended to the certain product or service until they know, excited, eager to possess the product or service which is offered by the company. A good advertisement is a persuasion that able to stimulate consumer buy or use the product.

Related to the advertisement as the main focus of this research, persuasive used to move people, try to magnetize people's interest, and then realize them that they need the product. As Lakhani (2005:16) said "Persuasion is about creating an environment that lets two or more people find common ground and belief". Persuasion is not only about selling, but also about gaining agreement and support. Finally, persuasion is hoped can change people's responses.

2.1.6 Persuasion Process

To catch the success of a persuasion, it is important to remember the main factor of persuasion process. According to Renkema (1993:128), there are four elements of persuasion process, they are; source, channel, message, and receiver.

A. Source

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The demands made on the source have to do with the credibility and what is called the likeability (sympathy/antipathy/like dislike) the source evokes. Source is the sender of an information or message. In advertising, source is a factor that caused the product can be trusted or not, and people also know the quality of a product slightly through its source. The source is related to the credibility of a company, how the reputable of the source in society is and how does the response of consumer about the product up till now.

B. Message

Here, message means the content of an advertisement. May it is the advantage of a products or superiority. Sometimes, an advertiser also put the reason why does the product is produced which is presented through language or pictures. According to Pearson et al. (2003:17) that ,"message is the verbal and nonverbal form of idea, thought, or feeling that one person (the source) wishes to communicate to another person or group of people (the receiver)". Message can be form of symbols, word, facial expression, gesture, touch, tone of voice, etc. Moreover, a commercial's message can be placed in the beginning, middle or the end of advertisement. It depends on the creativity of advertisers.

C. Channel

It is the tools which transferring message from the source to the receiver. It will determine whether an advertisement can widespread effectively or not. There are various channels such as magazine, television, radio, newspaper, leaflet, banner, and etcetera. Smartfren Telkom, Inc. is developing company in Indonesia, to make

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their product is known by Indonesian people, they introduce products through television, radio, street banner, internet. So, the product will be used in society.

D. Receiver

The receiver refers to the audiences, viewers, or the target of advertisement. It cannot be ignored that give a big intention the receiver is a main point of persuasion process. The presenters or persuaders have to understand their consumers and their audiences or hearer or consumer's background of knowledge. By knowing consumer's background, the advertiser can make a strategy how to attract people's attention.

2.1.7 The Basic of Persuasion

In delivering the principles of persuasive, Aristotle in Keraf (1989: 121) stated that there are three principles of persuasion. First, is the speaker's character and credibility, communications will take place a speaker expectation, if the audience has recognized him or her as the one who has a good character. This way is usually called with personal character. Here, a good character can be determined through attitude, diction, and language style of the figure in advertisement. Almost advertisers use famous actress to convince people that their products is bonafide and have a good quality. Second is a skill of speakers in controlling the audience's emotional. It means that, the speaker has performance in debasing or extinguishes the audience's sentiment and emotion. The emotion may not be inspired extremely, so that the audience does not have a chance to think or appreciating the problem. This ability to control emotion defined as a power of inflaming viewer's

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enthusiasm, and gives them a chance to think and lets them realize the condition as what the speaker's advice and together reaching an agreement. So, the ability to control people's emotion is not the main purpose of persuasion. It is just the way to stimulate people, brings them into certain comfort condition where persuasion will be held. The last is showing evident. Beside the important of control emotion, aspeaker or persuader must able to provide some evident about their products. This evident is needed as a guarantee and to build a confident for conducting persuasion. So, by showing the evident and inflaming the people's emotion, persuader is easier to catch the purpose of persuasion.

2.1.8 Techniques of Persuasion

As a method to persuade people, persuasive should apply techniques in order to catch the mean of persuasion. Techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement (Keraf 2009:124-131).

A. Rationalization

It is the use of basic mind process to give a justification for a certain problem. This technique used to convince the customer about their product through some statements. Advertiser or presenter need know about the customer's belief, attitude and what they need. So, by knowing those things, the advertisement can give statements that prove and justify the quality of product.

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B. Identification

Identification means recognized the circumstances. The advertisers have to analyze the consumers and the situation accurately. Whether they are adult, teenager, children, even identify their job, businessmen, student, teacher, and etcetera. This technique is important for advertiser because they will be able to promote the products easily. Persuasion tries to avoid conflicts situation and doubtfulness, and by identifying the consumers with their situations, it will make this persuasion runs well.

C. Suggestion

Suggestion is an attempt to persuade people. Suggestion used by the advertiser to influence them, thereby they can receive the advertiser's conviction. The form of suggestion usually is given by words or speech. The implementation of this technique can be seen by a marketer who promotes his product to the customers with a powerful voice, through this way the customer hoped can give attention to him and intended to buy the products.

D. Conformity

It is a conforming act to something that has been intended or to make something is similar with the others. In advertisement, this technique is applied to make the consumer convince with the product. The advertiser will adapt his or her self with people as the object of persuasive. This technique of conformity will present more to make the consumer convince that the product suitable for the

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advertiser and consumer as the same creature. In other word, the advertiser will present something which is suitable with the people want.

E. Compensation

Compensation is an act or the result of an effort to find a substitution thing which is un-acceptable. This effort arises from the frustration of some previous situations. An advertiser will utilize this situation to influence people that they can get or do the other thing in order to move from their frustration or compensation is a process of finding alternative way in order to move away from unintended condition.

F. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement is attempted to take mind off an emotion and avert it to the new object. It is the continuation of the previous technique.

G. Projection

It is a technique to make subject become the object. If someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. A mistake that is done by somebody shifted the mistake to other people, and said that he has it. So, projection is a technique which presents the advantages and disadvantages of the product to show the differences with other.

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2.2 Previous Study

In conducting this research, the writer also influenced by the former researcher who had the same theme in their research. First is Fakrudin Abbas from State Islamic University of Malang (2008), he conducted a research titled "The Use of Persuasive Technique by Barack Obama in His Political Speeches In The 2008 Usa Presidential Primaries". The data were Barack Obama's utterances containing persuasion which were observed from his speeches within USA Presidential Primaries of Democrat party that delivered from 5th 2008 up to 24th February 2008. This research was designed by using descriptive qualitative method. In addition, the approach for analyzing the technique of persuasion was based on the Gorys Keraf's theory of persuasion.

Second researcher is Marsella Yeanette Hatane, student of Petra Christian University Surabaya. She conducted a research titled "The Persuasive Strategies Used on the Phone by Male and Female Insurance Salespeople in Surabaya". This research is about the analysis of persuasive strategies used by the male and female salespeople of the insurance companies Surabaya, they are: AXA, Prudential, Sequislife, Sunlife, and Manulife. The researcher focuses on the differences of male and female marketer in persuading people by phone. The researcher uses thirty woman and man salespeople telephone record of persuasive conversation as her data. In this research, the researcher is used Kotler Armstrong's (2004) and Bender's (1980) theory to analyze the selling process and persuasive strategy through qualitative approach.

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The third related researcher is Zainiah A'yun (2008), the student of State Islamic University of Malang where did a research titled "Techniques of Persuasion Used in Advertisements Presented in Sctv". Her research is about the persuasion technique in television advertisement especially SCTV. The researcher used Gorys Keraf and Renkema theory. Here, A'yun analyzed some product such as, Honda Vario, Nokia phone, UC 1000 mg of Vitamin C Health Drink and she limited the advertisement of those products just in one television station that SCTV. The researcher chooses those advertisements because there is some artist which is present in every advertisement. Those are Agnes Monica, Daniel Mananta, Zulaikha Rivera, and foreign people. Descriptive qualitative approach also applied by this researcher to analyze her data. The researcher argued that by appearing or presenting some artists in advertisement, people will give more their interesting to watch even consume the product or services which is offered through the advertisement.

The fourth is Albert (2014) in his journal examines the discourse function of rhetoric and lexicalisation in insurance advertising discourse in the Nigerian print media. It investigates how they are used as part of the advertisers' strategies of persuasion. The analysis reveals that the lexical choice of the advertisers contained a dominant use of skill-indicative lexical items which portrayed the insurance companies as experts in their field.

In persuasive strategy there are various way to apply. For example in the journal by Janae Masnovi (2013). He examine persuasive strategies and hats off for cancer donations by aristotle theory. There are three persuasive strategy by aristotle

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theory : pathos, ethos and logos. In his journal, he aim to show the respons from some respondents about what strategy that used in hats off for cancer donations advertisement. The result shows that 79% of respondents felt that the advertisement using pathos was most effective while 19% said logos and 2% said ethos. Braj mohan (2013) in his journal also examine persuasive strategies in religious oratory used aristotle theory. In this journal, the researcher aims at identifying the persuasive strategies that religious orators use to persuade their audience and win huge following. The result shows religious rhetoric relies more upon ethos and pathos than upon logos. For creating positive persuasive Ethos (trustworthiness), religious orators quote use the strategies like quoting from authentic sources, mentioning trustworthy people, and showing religiosity and saintliness through their clothes, voice and words.

Relating to the persuasive techniques, Budiani (2014) in her thesis examines cosmetic advertisements used Keraf's theory. According by (Keraf 2009:124-131) the techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement. In this thesis, she analyze maybelline and loreal products of cosmetics and she shows the result that are the advertisement just used suggestion, rationalization, identification and conformity techniques.

The last is Sakdiyah (2014) examines persuasive techniques used by pond's cosmetics in television advertisement. She uses Keraf's theory too for analyze her research. She used descriptive qualitative approach to analyze the data . The findings of the researcher showed that most of languages in advertisements used on

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Pond's cosmetics are; suggestion, rationalization, identification, projection and compensation techniques. On the other hand, the researcher founds source and receiver techniques in Aristotle theory and also the strategy of persuasion; pathos, logos and ethos.

From the explanation of the previous researchers above, the finding of their study mainly focus on analyzing how the persuasion technique can be applied in some advertisements. They do not give some reasons what the importance of persuasive technique itself. To complete the previous study above, in the present study, the rsearcher analyzed more specific about persuasion technique used in the winner of Indonesian Bright Awards Advertisements 2016.

Finally, this present research focus not only on advertisement in common but also on the winner of the advertisement. The finding of this research is to show how the modes and the technique are applied on some advertisements that can persuade the society to choose them to became a winner from this event. Hence, this study is important to conduct in order to wider the knowledge and information in case of persuasion. Thus, from the analysis of persuasive technique hoped the Indonesian factory can develop their selling product by developing interesting advertisements.

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