

**PERSUASIVE TECHNIQUES USED BY TRAVEL AGENT ONLINE
“TRAVELOKA” ADVERTISEMENT ON YOUTUBE**

THESIS

Submitted as Partial Fulfillment of the Requirements for The Bachelor Degree
of English Departement Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya



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2019**

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Declares that the thesis under the title *Persuasive Techniques Used by Agent Travel Online "Traveloka" Advertisement on YouTube* is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Bachelor Degree and submitted to the English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the quotations and theories itself. If the thesis later is found as a plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

Surabaya, January 16th 2019

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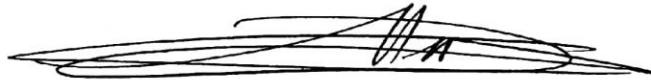
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**PERSUASIVE TECHNIQUE USED BY TRAVEL AGENT ONLINE
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persuasion as verbal communication that seeks to bring voluntary changes in judgment so that readers or listeners will accept beliefs they did not hold before. The explanation of these experts can be concluded that persuasion is a process of inviting someone for the purpose that we want to achieve without violence or coercion in making decisions.

Meanwhile, persuasion also cannot be separated from our daily lives such as a religious sermon, social, politics, commercials, advertisement, and others. In real examples we often find in the religious sermon, the speaker (ustadz or ustadzah) wants to invite listeners or the members of a religious community to invite in the good commanded by God. Persuasion becomes very important part in this case. The word choice should be considered in communication in order not to offend or bother someone. In addition, persuasion is part of Discourse Analysis. It deals with the language used for communication and how recipients work in linguistic messages to interpret it (Brown & Yule, 1983:1). Moreover, the area of this study is not concerned with the religious sermon but persuasive strategies in advertising.

Advertising is the way to impress and influence consumers in the form of writing, images, sounds or a combination of all that is directed at the whole community (Nitisemito 1994: 134). Nowadays, advertisement becomes popular in our society. Many products are promoted by the company using advertisement. The advertisement has a lot of influences on product sales. In promotion, the advertiser should introduce the product by using label, pack, and slogan to make the product different from the others and present the

advertisement words with identification, differentiation, association, and repetition. The purpose is to tell the consumers about the product and make them easier to remember the product. Therefore, the advertiser should identify the target consumer and make good advertisement before advertise their products or services.

Advertisement certainly plays an important role in the sale of a product, so that everyone can know the benefits of the product and buy or use it. An advertisement is a form of marketing communication that uses mass media to convey their message (Soemanagara, 2006: 49). The mass media is a tool which used in delivering messages from the source to the receiver using communication tools such as newspapers, films, radio, and television. Recently, the new mass media tool, internet, that has emerged and it is quite loved by almost people among young and adult.

Internet is an abbreviated word from interconnection networking. Since the rise of smartphones that are always growing through the era in the community, internet users are also growing in the society and become popular. This case happens because the internet is a new lifestyle for the community and helps a lot to get all the information which is needed quickly and easily. Internet is also more attractive than other mass media because it provides visual or image and sound in order to people can enjoy the real life more than any other mass media. In this era, many humans develops use social media. The function of social media is widely used to promote a

product. In this case, we can see that some companies, travel agents, traders, home-made products are promoted and served on social media.

Chris Brogan (2010:11) defines 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 explained that social media is an application or website that enable the user to participate or share and create content in social networking. In this era of technology, social media has grown rapidly starting from 2006 until now. Social media also gives many advantages in human life such as in connectivity, education, information and update, promotion, improve business reputation and many more. Therefore, the users of social media always highly increase especially supported by the emergence of applications such as Twitter, Facebook, Instagram, and YouTube.

YouTube is a site that allows the users to upload, watch and share videos. This application began in 2005 and has a company based in San Bruno, California. Youtube allows people around the world to interact, share and create content through online communities (<https://wiki.itap.purdue.edu>). Its popularity and features because Youtube can be useful in marketing channel for businesses. Ideally, watching videos will make customers do something, such as buying products, promoting business through their social media networks, giving feedback or looking for more information about their business or product.

Nowadays, marketing and advertising is used in social media especially youtube such as the company of agent travel online from Indonesia. The companies use social media as a tool to advertise their product offered. For example, agent travel online which is called Traveloka is originally product brand come from Indonesia. This company was built in 2012 by Ferry Unardi, someone who comes from Indonesia and experiences in Microsoft company. He was cooperated with Derianto Kusuma and Albert. In Traveloka App, there are some facilities and services such as flight, hotel, train, flight and hotel package, activity and attraction, connectivity, airport transfer, and bus. This application was appreciated in July 2015 as Top Brand Award 2015 and in December 2017, they achieved 30 million downloads (<https://press.traveloka.com>). Recently, Traveloka is a leading southeast Asia online travel company which provides a wide range of travel needs in a various country such as Philippines, Malaysia, Thailand, Singapore, and Vietnam.

Traveloka is interesting to analyze because it was a product from Indonesia which has been success to advertise their product through international market in other countries. In this recent years, a company which provides marketing and analysis data for many of the world's largest companies, agencies, and publishers called US-based comScore. They explained that Traveloka is the number one of search and booking service in Indonesia, aside from direct airline websites. This is the online travel agency landscape from Indonesia which is still preferred. Technology in the world

will always grow such Traveloka as online ticket sales which began to appear in 2013 (<https://www.techinasia.com>). The researcher also chooses advertisement in YouTube channel because it is the booming social media which used to persuade consumers in the global market.

Recently, the study on advertisement looks like very interesting for many researchers. It is proven by many undergraduate thesis focus on this topic. There were several researchers who have already conducted this study in field of cosmetics advertisement, such as thesis entitled *An analysis of Persuasive Techniques Used in Cosmetics Advertisements* (Budiani, 2014), the thesis entitled *Persuasive Technique Used in Nike Advertisement* (Rizka, 2016), the journal article entitled *Persuasive Strategies in Woman Advertisement of Whitening Skin Product on Television Commercial* (Purba, 2017), also there is thesis entitled *Persuasive Strategies Used by Slogan iPhone Advertisement* (Mukarromah, 2016) the thesis entitled *Persuasive Strategies of Samosir Promotion in "Visit Samosir" Facebook Page* (Sagala, 2017).

Firstly, thesis entitled *An analysis of Persuasive Techniques Used in Cosmetics Advertisements* (Budiani, 2014). She focused on identifying the techniques of persuasion used by Maybelline and L'Oreal cosmetics advertisement. She took the data from youtube. She used Keraf and Aristotle's theory.

The next study is a journal article entitled *Persuasive Technique Used By Nike Advertisement* (Rizka, 2016). She focused on identifying the

types of persuasive and how the way the persuasion techniques are applied in Nike advertisement. She takes the data from YouTube. She used Gorys Keraf and Aristotle's theory to describe the relation of persuasive technique in advertising and its function.

The third research is the thesis entitled *Persuasive Strategies in Woman Advertisement of Whitening Skin Product on Television Commercial* (Purba, 2017). She focused on identifying the persuasive strategies in woman cosmetics advertisement, elaborating the ways of the strategies are used and investigating the reason for the use of strategies. She takes the data from television commercial. She used the theory from Aristotle to describe the kinds of strategies and the reason of that strategies.

The fourth journal article entitled *Persuasive Strategies Used by Slogan iPhone Advertisement* (Mukarromah, 2016). She focused to identify the types of persuasive technique and how the strategy are applied in iPhone advertisement. She used descriptive qualitative method and took the data in form of Slogan.

The fifth research was the thesis entitled *Persuasive Strategies of Samosir Promotion in "Visit Samosir" Facebook Page* (Sagala, 2017). She focused to identify the persuasive strategies in facebook page promotion. She takes the data from Facebook in "visit samosir" in a year. She used the theory from Keraf and Aristotle to find out the strategies of persuasive.

Based on the previous research, there are two researchers was conducted research about persuasive technique in cosmetics, one of them analyze about Nike advertisement, and another one analyzes about technique persuasion in destination place in Facebook. Among them, they used different object, different theory, and different social media in advertisement. Here, the researcher filling the gap by analyzing the service of persuasive technique in travel agent online application “Traveloka” which advertised on YouTube. Hence, this study also has differences in object and social media that used.

The aims of this study are to find out the kind of persuasive strategies by Keraf’s theory and to find how the way of persuasive technique applied in advertisement by Aristotle’s theory. Those theories help the researcher get a comprehensive understanding about travel agent online “Traveloka” advertisement on YouTube channel.

1.2 Research Problem

Based on the background of the study that explained above, the writer is interested to analyze the problems which are formulated as follows:

1. What are the types of persuasive techniques used by travel agent online “Traveloka” advertisement on YouTube?
2. How are the way persuasive techniques applied in travel agent online “Traveloka” on YouTube?

comes from Indonesia and it advertised in other country. The branding product strategies is promoted in some youtube channel such as Traveloka Malaysia, Traveloka Philippine in regard, English as their second languages.

This research limits on the type of persuasive strategies and how it uses on Traveloka advertisement. This may prevent the researcher to obtain more complete data on the other various type of agent travel online advertisement such as ticket.com, pegi-peggi, trip advisor, etc.

1.6 Definition of Key Term

To avoid any different perceptions between the writer and the readers in understanding the study, it is essential to give some definition of key terms used in this study. Here are the key terms explained:

1. **Persuasive Techniques** are the process of skill of symbolic message transmissions in order to appeal to emotions and to modify the personal attitude or behavior (Dillard & Pfau, 2002: 11).
2. **Advertisement** 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).
3. **Traveloka** is the company of travel agent online from Indonesia which provides airlines, trains ticketing, and hotel booking services online which focus on domestic travel.

investigating what and how the language is used for. Meanwhile, McCarthy (2001) argued that Discourse analysis is the study about language in used in all kinds of text such as written or spoken data and from conversation to forms of speech that are very institutionalized. In other means, Discourse Analysis is not only focused on written text but also spoken either it exists in mass media or other sources.

From this study, the researcher analyzes persuasive technique in discourse as the main focus on this discussion. Persuasion is most easily found in advertising as an effective way to introduce products and services to customers. When creating advertisements, advertisers must use the right techniques to attract customers. Nowadays, everything use of various kinds of technology and there are many products that promote through social media.

2.2 Persuasion

Persuasion has an important role in the communication process even though it is only to convey a message or to achieve a certain goal. In marketing a product or service, the advertiser must convince and persuade others to follow what is said. Persuasion is found everywhere and now clearly displayed in magazines, newspapers, television, posters, radio, slogans, pamphlets, social media and others. Besides, persuasion is not only close with advertising, but also used in politics, marketing and even in daily communication.

Everyone needs persuasion to make people follow and believe what the speaker says. According to Mills (2000), persuasion is a process of changing or reinforcing beliefs, attitude, and behavior. Persuasion has two responses of the hearer that is thoughtfully and mindlessly. If the response is thoughtful, they will give intention such as listen carefully on what the speaker says then they will give a response such as an argument or ask some question. Meanwhile, if the response of hearer is mindful, they will ignore or not interested in what the speaker said and that makes the brain of the hearer automatically locked. In fact, someone needs the evidence and logic to make a judgment and it relies on the hearer's brain.

2.3 Types of Persuasive Technique

Persuasion is very important in communication because persuasion can change individual or group's justification by trying to influence the beliefs and expectations of them. Keraf (2003: 124-131) stated that techniques of persuasion are divided into seven types. There are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

2.3.1 Rationalization

It is the process of using the way of thinking to give justification for the certain issues with showing the logical reason. In this technique, the advertiser has to give the evidence to make the consumer believe and to be interested in what the advertiser is aiming for. This method also uses persuasive words such as impossible words but still makes sense or have

logical reasons. The advertiser should know well about what is needed by their consumers. Whereas, the consumers will be more interest with something which showing the proof and appropriates with their attitude and belief.

Example

“In Smartfren Andromax V advertisement, the advertiser explains that Smartfren Andromax V is big, smart and style mobile phone.”

It means that if people buy and use this kind of mobile phone, people will be smart and more stylish.

2.3.2 Identification

It is the process of identifying the consumers and appropriate situations. In this technique, the advertiser should analyze their audiences or consumers with the situation accurately, whether they are children, teenager or adult. Moreover, it relevant with their job, business man, or teacher to get their responses. By identifying them, the advertiser will be easier to get audience attraction using appropriate words and a right concept of their product or services.

Example

In Honda Vario advertisement explains, “The advertiser explains that Honda Vario is express in many situations and kind of people.”

It means that this product made for everyone and use in many different situations.

create advertisement which suitable with something that is popular or booming in the public or something that is well-known, so the consumers will be interested because of every advertiser's words connected with their conditions and feeling.

Example

“In advertisement of Iphone 6 and iPhone 6s have big size.”
It indicates that the product is similar with the era of that most of phones are produced with big size.

2.3.5 Compensation

Compensation is a process of actions or results of business to find out substitutions for somethings that are no longer acceptable. The effort begins from a different situation from the previous situation. Advertisers will use the new situation to influence customers that they will find or get a better situation using this product. Its products provide applications that they cannot find in previous products.

Example

“Book awesome hotel deals with no hidden charges and pays using secured methods.”

It means that there were hidden charges so the consumer was pay based on the cost. This more in other app or in the previous app.

2.3.6 Projection

Projection is a strategy in making subjects become objects. If someone describes someone he hates, he will show a good thing from himself. A mistake will be covered by someone else's mistake. In short, in

provide an overview and information contained in a product or service. In advertising, advertisers will try their best way to attract consumers in marketing of their products so that consumers switch to their products. The forms of advertisement are many types such as in the form of visual, written, audio, or audiovisual. An advertised product will give a picture in the mind of someone who sees it and will provide basic information about it.

There are various kinds of experts define advertisement differently. According to Belch and Belch (2001: 15), he stated that advertisement is defined as any form of non-personal communication that is paid about the identified organization, product, service or idea. The paid aspects of this definition reflect the fact that space or time for advertising messages generally must be purchased. Non-personal components mean advertisements involving mass media (eg TV, radio, magazines and newspapers) that can send messages to a large group of individuals, often at the same time. The non-personal nature of advertisement means there is generally no opportunity for direct feedback from the recipient of the message (except in direct response advertisements).

2.5 The Characteristics of Good Advertisement

Advertisement is a tool for providing information about products to consumers. It's also a way to get consumer intentions, so advertisements must be good. There are five characteristics of the good advertisement based on Whittier (1958) as the following below:

2.5.1 Simple

Good advertising according to Whittier have to use simple words but meaningful and easy to remember. The aims of using simple words were to make consumers easily remember the product or service. Then, they automatically suggested and buy the product or service.

2.5.2 Persuasive

The language used in advertising must be persuasive because advertising has the purpose of persuading consumers to be interested in the services or products which we managed.

2.5.3 Entertaining

If the advertising is just a word, maybe advertising is a boring thing. Then, to attract consumers is by displaying images that are funny or unique, artistic, and interesting. Using background, fonts and colors will be a beautiful combination of advertising.

2.5.4 Relevant

The advertisement has to contain the appropriate between the product and the relevant situation or that is happening in that period. When conditions match with what is needed by consumers, the product will be increasingly attracted by consumers.

2.5.5 Acceptable

The advertisement must be accepted by everyone who sees or hear it. It has to be appropriate with the values, beliefs, and laws of the community and do not make conflict with public belief. Advertisers must

know well about their preferences and what they are not interested in. This method will help make customers interested.

2.6 The Way to Persuade Consumer

The meaning of a persuasive strategy is to discuss the planning or strategy of the text writer to influence others. According to Aristotle (1954), he defines that there are three strategies to persuade consumer attention:

2.6.1 Personal Character Appeal/ Ethos

Ethos techniques show that the company has a superior product. Using ethos is a way to convince consumers that the company is more trustworthy, honest and credible. Advertisers show the superiority of the company or product made. By building a good and positive image of the company or product, the consumer will be more easily attracted. It is an attraction for creativity or character persuasion.

Example:

Mikaela Martinez as an actress from Philippines said, "Honestly, I get super frustrated cause I can never keep track of all those promo sales! Which is why I'm super happy that my friend told me about Traveloka."

It means that Traveloka was trusted by her because she said that Traveloka gives her the easy and simple way to take vocations. The personal character of Mikela as an actress makes consumers belief of the product.

2.6.2 Emotional Appeal/ Pathos

This pathos technique uses is the ability to control emotions from consumers. Using this technique will arouse and attract consumer

2.7 Traveloka Company

Traveloka is an Indonesian unicorn company that provides airline ticketing and hotel booking services online with the focus on domestic and International travel. It recently expanded to provide lifestyle products and services, such as attraction tickets, activities, car rental, and restaurant vouchers.

Traveloka was established in 2012 by information technology practitioners who returned from the United States to Indonesia, Ferry Unardi, Derianto Kusuma, and Albert Zhang. Ferry Unardi is the initiator and founder of this travel startup. He was born in Padang on January 16, 1988. After graduating from high school education, Ferry decided to study at Purdue University majoring in Computer Science and Engineering.

Since graduating from S1, Ferry worked at Microsoft, Seattle as a software engineer. Three years in the engineering world made him think that he would not be able to become the "best engineer". His anxiety finally led him on a trip to China. This is where Ferry gets enlightenment about the travel business that seems interesting.

Another thing that led him to the decision to build Traveloka was the difficulty of the airlines booking system. When working at Microsoft Ferry often returns to his hometown in Padang. But he actually found the difficulty when he wanted to buy or book airplane tickets to return to his hometown. Ferry also found it difficult to predict the route of the plane he

would choose. From there, Ferry who was 23 years old decided to leave the world of his career and start Traveloka as his job.

In the beginning, Traveloka served as a search engine to compare the price of airline tickets from various other sites. In middle 2013, Traveloka then turned into a ticket reservation website, where users can place an order on its official website. In March 2014, Ferry Unardi stated that Traveloka will soon enter the hotel room reservation business. In July 2014, hotel booking services were sold for the first time on the Traveloka website. In November 2012 the company Traveloka announced its initial investment by East Venture. In September 2013, the company of Traveloka announces a series investment by Global Founders Capital. Funds from investments are used to build new services such as hotel bookings and travel packages. In July 2017, Traveloka again get an injection of funds of Rp. 4.6 Trillion from companies such as Expedia Inc., East Ventures, Hillhouse Capital Group, JD.com and Sequoia Capital. By 2018, it was often referred as a unicorn company. (www.Traveloka.com)

Traveloka YouTube channel in various official sites of each country such as Traveloka Singapore, Traveloka Malaysia, Traveloka Philippines, Traveloka Vietnam, and Traveloka Thailand. The researcher took 20 videos which represent all the official YouTube channel in Traveloka which has for about 30 second - 2 minutes for each videos. See the appendix 1 for the list of the video as the data. Those site consist of the way or tutorial of using the app, review from the consumers who used the app, and show all the advantages of the app. That site consists of the way or tutorial of using the application, review from consumers who used the app and show all the advantages of the app. The researcher took the data sources which contains persuasive techniques in Traveloka advertisement and downloaded the video from <https://en.savefrom.net/>, it was the link to download the video from YouTube easily.

3.2.2 Research Instrument

This research used the main instrument to conduct, to collect the data and to analyze the data was based on the theory. According to Maleong (2013:168), He stated that the researcher was a planner, analyzer, the data interpreter, the data collector and the reporter of their research. Based on Bogdan and Biklen (1998) human investigator is the main instrument for gathering and analyzing the data. From both explanations, the research was based on the researcher description and explanation with some investigations as the main tool of the research.

The data from this research was collected by searching then download the video on YouTube channel used mobile phone or laptop.

3.2.3 Technique of Data Collection

The researcher used some steps for collecting the original and valid data which consist of:

1. Searching the video

The researcher searches the data on YouTube, then the researcher found five official Youtube in Traveloka advertisement in Asia countries such as Traveloka Philippines, Traveloka Malaysia, Traveloka Vietnam, and Traveloka Thailand. Moreover, from all those official sites of Traveloka, the researcher took 20 videos which represented all the Traveloka advertisement official sites on YouTube because in each country's sites contained the mostly same video but used the different language of their regional. Here, the researcher took the data based on international language that is English.

2. Downloading the video

The researcher downloaded the videos from YouTube. By downloading the video, it made the researcher watch and analyze easily even though they have to replay repeatedly. The researcher was download the video from YouTube website, then delete the word (www.) from the site, and change it with (ss). So, the link automatically will be changed to <https://en.savefrom.net/>. Then, the researcher continued to download it.

The explanation above was briefer if we see the picture below:

Table 3.2. Example of classifying the data

Video	Type of Persuasive technique							The way of persuasion		
	RA	ID	HY	CN	CM	PR	DS	ET	PT	LOG
1.	1	2	-	1	-	-	-	2	-	1
2.	2	1	1	-	-	-	-	1	1	1
3.										
Total										

Notes:

Adv : Advertisement

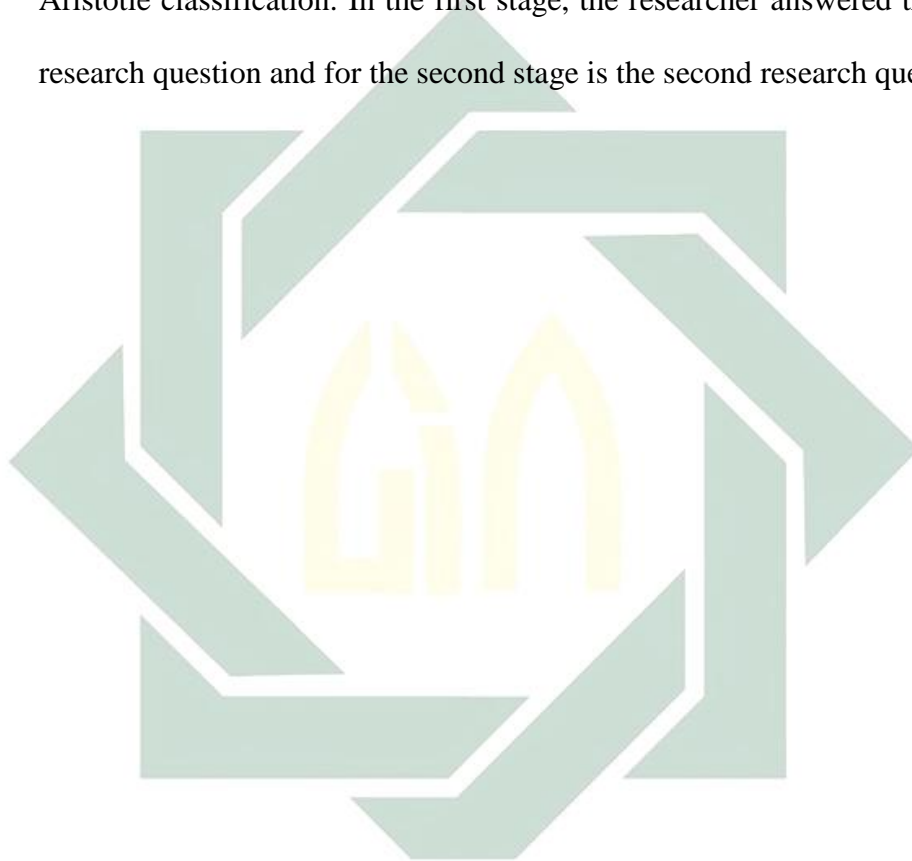
*Type of Persuasive Technique***RA** : Rationalization**ID** : Identification**HY** : Hypnotic**CN** : Conformity**CM** : Compensation**PR** : Projection**DS** : Displacement*The way of persuasion***ET** : Ethos**PT** : Pathos**LOG** : Logos

3. Analyzing the data

According to the theory which analyzes about persuasive techniques, so for analyzing the data from this study has followed the stage of the theory from Gorys Keraf (2004) and Aristotle (2004), techniques for analyzing data consist of descriptions, interpretations, and explanations. These stages are implicitly applied to the analysis. Because this study has two main research questions, the analysis steps also included two theories to answer both questions.

4. Making a conclusion

In this process, the researcher made a simple and brief explanation about the result. Then, making a conclusion about the finding of the kind persuasive techniques based on Keraf and the way of persuasion by Aristotle classification. In the first stage, the researcher answered the first research question and for the second stage is the second research question.



The chart above shows that the types of persuasive technique findings are mostly categorized into identification type. This condition happens because most of Traveloka advertisement prefer to identify the target consumers based on age, gender, and situation. The next most used type of persuasive technique falls into hypnotic technique, in which Traveloka gives the convincing words to hypnotize and suggest the customers to buy the product because the convincing word, background and tone attract the consumer's attention. See the appendix 2 for detail and total of classification process.

4.1.1 Types of Persuasive Technique used in Traveloka's Advertisement

In Traveloka's advertisement, the researcher finds all of the types of persuasive techniques based on Gorys Keraf's theory. The researcher writes the advertisement first, then describe the sentence which contains persuasive technique one by one. The researcher describes the selection of advertisement randomly, but all the data can be seen in the Appendix. The brief explanations of the persuasive techniques of Traveloka's advertisement is presented in this section.

4.1.1.1 Rationalization

Rationalization strategy gives an impossible word to convince the consumers but they continue with put logical reason and the evidence. This technique uses some statement to give the proof for justification of the quality's product. The brief explanation about rationalization technique is shown in this following:

The utterance above is the information used to advertise the product. The purpose of this utterance shows the justification that Traveloka can be used in Philippines. It aims to know that Traveloka application now can be used in that country. If all residents know the fact that *Traveloka is now in Phillipines*, it persuades the public to download and use it as a flight ticket and hotel ticket booking service practically.

Data 5

Imagine the world in one single app. Giving you access to fly anywhere, stay anywhere, work anywhere explore anywhere

Regarding to that advertisement, **Rationalization strategy** can be seen in the utterance *the world in one single app*. The word uses persuasive words that are impossible words but still makes sense or have logical reasons. The utterance is actually impossible and irrational, but the advertiser adds the reason as proof that the world can be reached with one single app. The next utterance is *Giving you access to fly anywhere, stay anywhere, work anywhere explore anywhere*, so it means this utterance *The world in one single app* is logic. By using just one application that is Traveloka, everyone can go anywhere with different purposes. So, that impossible words can attract consumer attention if continued with logical reasons.

Data 6

Hit flight reminders and never miss your flight to a business meeting.

Taxi driver :“(Thailand Language)”

It speaks Thai, **switch languages and never get lost in translation.**

Consumer :“(Thailand Language)”

In the part of advertisement above, it tells that someone on vacation to Thailand. Taxi drivers who pick him up use Thailand language. In this case, the advertiser uses the **rationalization strategy** because the advertiser gives a true story that when you become a foreigner to a country then do not worry. Traveloka provides a language that can be adjusted to the country that we live at that time. Advertisers provide evidence that Traveloka application is so smart that it can translate all languages and it is proven like the example of the advertisement above.

Data 7

Wherever your journey takes you, travel confidently with Traveloka app providing more than 100 thousand best pick airlines and hotels from domestic to international.

Rationalization strategy from part utterance above is to give the justification of a product with evidence and logical reasons. In the part of the advertisement, the advertiser asks consumers to be confident when using this Traveloka application. *Confidence* means not having negative thoughts, pride, and trust.

In this application, the advertiser provides the logical reason by providing evidence that Taveloka app is providing more than 100 thousand airlines and hotels from domestic to international. Traveloka app has been trusted because they link to 100 thousand the best airlines and hotels. Not only that, Traveloka provides these accommodations not only in domestic areas but also in international. The evidence is used by an advertiser to attract consumers to use Traveloka application for their traveling needs.

4.1.1.2 Identification

Identification strategy is the process of identifying consumers. The advertiser should identify the target which is adult, teenager, or children. They also have to analyze the consumer's needed and based on the situation accurately. By identifying the target consumer, the advertiser will be easy to catch the consumer attention.

Data 8

Hit flight reminders and never miss your flight to a business meeting.

Regarding to the utterances about, the utterance *never miss your flight to a business meeting* **identifies** someone who works in a company or office such as a manager, boss, or who is assigned to meetings outside the city or another island. So that, they need a plane to reach the destination on time. The Traveloka

app mentions the advantages of features in the application that they have reminders so that they will not forget the flight schedule or the schedule of staying at the hotel for those who have important meetings in the scope of work.

Data 9

Do hiding booking vice is always cash your card? With Traveloka the price is a crazy paying. By searching flight and hotel in Traveloka, you will see the honest pricing. Never get charge by taxes and finding charges. Great the crazy easy bookings. Download the App today for your next adventures.

This advertisement tells about a man who angry when he sees a price from the phone booking app and the receipt have a different payment. It shows that in application X the price in booking hotel is P 3,099/ night, but in receipt is written P 4,326 because plus tax and service charge. After that case, the narrator leads the man to open Traveloka App and show that booking everything at Traveloka App is the final pricing.

The utterance above is an experience that might have been felt by someone when they want to order a hotel or airplane ticket online. They booked a ticket which drained their credit card. In the consumer's point of view, they always want low prices but the best service and products. The first statement is case which spoken by advertisers, the **identification strategy** according to the situation of someone who wants to travel by requiring easy

take a vocation. Although, in general, *you* identify every people who have a vocation. By watching this advertisement, they will inspire to take a vocation using this application for their accommodation. Besides, this advertisement can inspire the traveler to take a vocation easily and simply.

Data 12

The things are just more challenging now but I do think it's worth it because we get to spend time together. For travel tips for **fellow moms**, First would be scheduled. I always makes sure that the trips match the kid's break and the second tips would be to make sure that the country is romantic but family friendly. And lastly there's the budget

The expression was uttered by Mikaela Martines, she gave tips for fellow moms who often doing vacation with their families. It **identified** that Traveloka is intended for mothers who take care of all family needs from children to husbands and even to prepare all travel needs such as hotels and airline tickets. Traveloka seeks the attention of mothers to use Traaveloka as the easiest access to complete their vacation needs. In short, the target of this Traveloka advertisement is aimed at mothers who often prepare their family's needs for holiday.

Data 13

Consumer : **Where to go? Must be cheap, must save time, must enjoy! Must be cheap, must save time, must enjoy! MUST BE CHEAP, MUST SAVE TIME, MUST**

**ENJOY! MUST BE CHEAP, MUST SAVE TIME,
MUST ENJOY!** [Continuously panic]

Narrator : **Losing sleep of holiday planning? Get notified on the best flight deals with Traveloka's Price Alerts.**
Travel easy Traveloka!

Regarding to the advertisement above, it tells us that someone wants to travel. He thinks hard to get his needs that suitable with him. He always says "must be cheap, must save time, must enjoy!". That man looked very panicked and confused when he thought about it.

The men in the advertisement **identified** someone who was confused about traveling that appropriate with their travel needs. Here, advertisers **identify** situations that are often experienced by everyone who wants to travel or vacation but it is still difficult to get appropriate access. The advertiser also adds the utterance that spoken by the narrator, "Losing sleep of holiday planning? Get notified on the best flight deals with Traveloka's Price Alerts." The sentence makes it clear that the situation faced by men in these advertisements can be solved using Traveloka application who has a price alert facility, which is to be able to choose an airplane flight at a price that matches the person's ability.

4.1.1.3 Hypnotic

This strategy aims to hypnotize the consumer and make them believe with advertiser's product. There were the technique

Regarding to that application, it said by a lifestyle blogger and a mama too, namely Jackie Go. She loves doing family time or staycation with her family, so she has many experiences of planning her vocation in good or bad situations. The **hypnotic strategy** shows when she suggests everyone to use Traveloka as the accommodation if want to do a staycation. She informs that it is *perfect App*, so everyone automatically interested with that convincing word and starts to use that application as Jackie Go was suggested. In addition, Jackie Go has a good personality and the idol of everyone exactly the one who likes a lifestyle blogger.

Data 16

Do you want to go to a vacation? **Relax! and do not worry about anything! You can!**

From the utterance above, it is a **hypnotic strategy**. It emphasizes the intonation of the following three words sequentially that is "Relax"; "do not worry about anything!"; "You can!" *Relax* means a calm attitude in dealing with something especially if someone who doing vocation. Traveloka also emphasizes not to worry about everything, *everything* refers to all obstacles which could be happened when doing vocation. Then the word *You can!* "you" means that everyone. Without exception, everyone can do vocation using the Traveloka application.

Data 17**Great! The crazy easy booking**

The utterance above is one part of Traveloka advertisement entitled "Final Price". In the advertisement, it was explained that by using Traveloka application to order hotel or airplane tickets, the prices listed are the final price without any additional tax or service charge. It contains **hypnotic strategy** which is *Great! The crazy easy booking* means in Traveloka make it very easy for everyone who wants to book a plane ticket or hotel. The advertiser uses the word *crazy easy* which means emphasize *very easy* booking.

4.1.1.4 Conformity

In advertising, this strategy is carried out by advertisers to adjust the conditions and situations of consumers. Sometimes, advertisers also create advertisement which suitable with something that is popular or booming in the public or something that is well-known, so the consumers will be interested because of every advertiser's words connected with their conditions and feeling. The example of conformity will show in this following:

Data 18**TRAVELOKA PROMO 12 12**

[Singing] [music]

Wait, don't tell me you're going to cuti. What's the story tell me where will you be? Feeling Bali-Bali or maybe Italy? Traveloka's here so no need to worry! Flight or

hotel? Grab the packages too.. Attractions and airport transport, just skip the queue! Traveloka for you, Traveloka dulu! Anywhere you wanna go, Traveloka dulu! Traveloka first, then Attractions and activities.

Regarding to the advertisement above, it concerns with promo 12 12. It means this advertisement is made for a celebration of closing the year. The number 12 12 itself indicates date and month or December, 12. This advertisement is uploaded in account official Traveloka. This celebration is also celebrated by all the provider of things or services by giving promo sales. The content of the advertisement also tell about a holiday when taking a cuti in new years without worry because Traveloka gives the facility of hotel and flight easily. From the advertisement above, it appropriates with the situation and condition which booming in the public. So, the advertiser uses **conformity strategy** to attract the consumer's attention.

4.1.1.5 Compensation

In compensation strategy, the advertisers will use the new situation to influence customers. The consumer will find or get a better situation when using this product. It products provide applications that they cannot find in previous products. The brief explanation will show in the example below:

Data 19

Customer : Please, I need to reschedule my flight
Customer Service : [checking computer] Cannot!

Customer : PLEASE LA! [crying]
Customer Service : [laughter]
Narrator : Its only takes a few clicks to refund and reschedule your hotels and flights with traveloka.Travel easy traveloka!

This is an advertisement titled “No pain, no more to gain with refund and easy reschedule”. In this advertisement, it is told that there is a man carrying a suitcase and backpack like someone who wants to travel. He goes to an airplane ticket sale with the intention of canceling his ticket schedule and reporting it to customer service. The customer service rejects it because the ticket cannot reschedule the flights that have been ordered. The narrator suggests that the consumer use Traveloka because it only needed a few clicks to refund and reschedule flights and hotels.

In the advertisement, **Compensation strategy** is applied, in the case raises something better and different from the previous situation. Traveloka provides a situation where ordering tickets at a ticket booking place will be more difficult if someone cancels the flight or hotel schedule. Besides, if the consumer comes to the ticketing place, it will take a long time, needs transportation to get the place, and the energy to get there. Moreover, if the request for refund and reschedule cannot be processed. Then Traveloka gives the solution to arise something new with a different situation of the previous situation. This method is used in order to get a better situation and attract consumer attention.

Narrator : Its only takes a few clicks to refund and reschedule your hotels and flights with Traveloka.Travel easy Traveloka!

The advertiser improves the service that has ever existed before and turns it into a better service by being able to reschedule the flight. That strategy is named as the compensation strategy. Hence, this case is similar with projection strategy. In **projection**, it emphasizes to mention the weakness of other travel agents and show more the advantages of products from advertisers. In the advertisement, he stated that his travel agent cannot reschedule the flight, but in Traveloka can. By showing the weaknesses of other products, our products will be more trusted by people. This is a strategy to attract the attention of consumers to choose our products.

4.1.1.7 Displacement

This technique indicates the moving of intentions or something that faces obstacles. The changes attempt to bring the audience or consumer emotions, whether sadness or happiness and avoid with new objects.

Data 22

For travel tips for fellow moms, first would be scheduled. I always make sure that the trips match with the kid's break and the second tips would be to make sure that the country is romantic but family friendly. And lastly there's the budget, honestly, **I get super frustrated cause I can never keep track of all those promo sales! Which is**

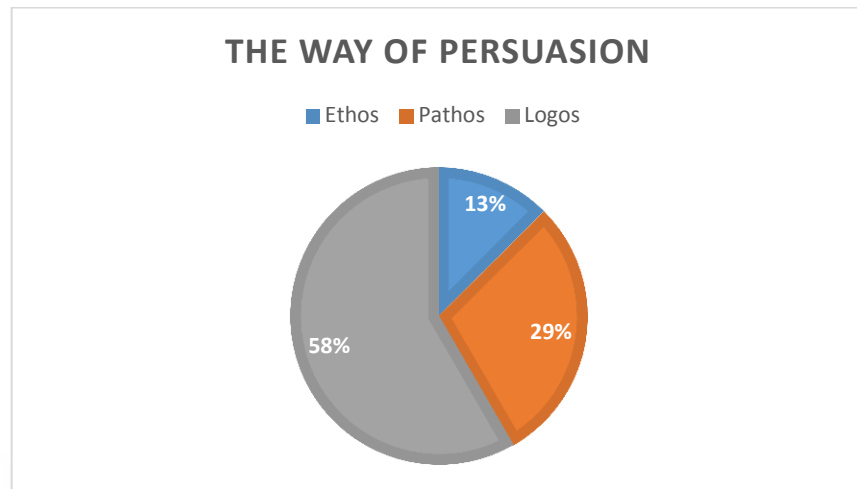
why I'm super happy that my friend told me about Traveloka.

The utterance above is part of Mikaela Martinez's utterance. She is a beautiful actress from Malaysia. In the advertisement, Mikaela explains that she has 5 family members. She states that having a family of 5 people is quite challenging in choosing tickets for holidays. Therefore, she shares travel tips for fellow mom. There are three tips which explained in the sentence section above.

Concerning on the advertisement above, the advertiser uses **displacement strategy**. Mikaela Martinez reveals that she feels frustrated because she could never keep track of all promo sales ticket bookings. Then she feels happy after knowing there is a Traveloka application that is able to remove frustration. There is a move after the frustrated, Mikaela emotion changes with feeling happy because of the product of Traveloka. It will attract the attention of the consumers because seeing the emotional moving of their actress idol from frustration to happy after finding Traveloka.

4.1.2 The Way of Persuasion in Traveloka Advertisement

This study used Aristotle theory to answer the second research question about the way of persuasion in Traveloka Advertisement. There is three strategies of persuasion based on Aristotle. The researcher found three strategies of persuasion; there are Ethos, Pathos, and Logos.



The chart above shows the way of persuasion which most used in Traveloka advertisement. The most appearance of the way of persuasion is Logos or showing the evidence. The evidence is needed in persuading the consumers because it is essential to show the consumers that the products or services are surely true. In Traveloka advertisement mostly shows evidence such as the review from people who ever used this application because Traveloka App is typical of services.

4.1.2.1 Ethos

Ethos means the personal character of the speaker. It is a source of credibility or trust. In persuading the target listeners, a speaker has to be trusted by their listener. If someone is not trusted by the listener, then how can that person make the listener believe them. The listeners will know the personal character of the speaker by looking at their ability to speak, theme, diction, and another. Listeners will also feel interested if a product

advertised is a recommendation from their idol so that they will want something similar to their idol.

Traveloka advertisement uses Ethos or personal character in part of showing the public figures and the person who have good vibes in audience's perception. In persuading the consumers, Traveloka gives the example of some public figure which uses this application to travel with Traveloka as the accommodation.

The one of public figure who became a model in Traveloka advertisement the most is a mother. The advertiser tries to focus persuading all mother who seen that advertisement. When taking a vacation with family, usually the mother prepares all the family's needs. Basically, a mother will provide the best facilities for their family and children. Therefore, there are some reviews from public figures who are mothers in Traveloka advertisement. One of them is Mikaela Martinez, Jackie Go, and Maggie Wilson-consunji.

Data 23

Mikaela Martinez on Planning Family Vacations

Mikaela Martinez is a famous model and entrepreneur in Philippines. She has three children, it means her family contains five peoples and she said it is very challenging as a mom. She has to prepare her vocation for her family, and it is not an easy thing.

She gives travel tips for fellow moms who have a planning vacation with their family as same as her. This situation shows that the advertisers use **Ethos or personal character**, they put the position of a beautiful model who is idolized by society especially mothers because she has the same condition as the consumer. Thus, consumers will be more interested in using this application as suggested by Mikaela. The consumers want to look like Mikaela, beautiful models who also use the application for their travel needs. The persuasive sentence spoken by Mikaela will be more trusted by consumers because she is an idol of consumers who see it.

Data 24

Family Staycation in Just A Few Clicks Feat. Jackie Go

The sentence above is a tittle from Traveloka advertisement on YouTube. In this advertisement told that a lifestyle blogger from Philippines namely Jackie Go gives a review about Traveloka. It uses **Ethos or personal character** in case of showing Jackie Go who has ability in a content creator as a lifestyle blogger. Not only that, she also has a beautiful face, good body even though she is a mom but she seems like young women. Jackie told that she is a mother who likes doing a staycation with her family. She let her kids choose a hotel by themselves because her daughter like bathroom with bathtub, but

she prefers the hotel who have a gym because she lead an active lifestyle. She like doing staycation with her family without hit the time for gym.

From the statement which is told by her, it can be concluded that children also can use this application. It indicates that Traveloka is an application which is very easy to use and it can be used by all range of ages. In addition, she also tells about many characteristics of hotel for staycation such as has a bathroom with bathtub and the hotel with gym. So, Traveloka provides many characteristics of hotel with various facilities that can be chosen by the consumers. According to Jackie Go this application is good enough to be an accommodation references for family vacation. It makes consumer attack to this application because Jackie Go gives a good review for Traveloka.

Data 25

What Maggie Wilson-Consunji Wants Her Son to Know

Maggie Wilson-Consunji is an actress, host, model, and beautiful mother from Philippines. She is British and rises in Saudi Arabia, but now she lives in Philippines. She tells about her family experience when did a vocation. She wants to her son know that her mom is a warrior as her grandma. They often take a long trip because Maggie's mother stayed in Saudi Arabia or

VIC's family Virginia. Maggie recommended Traveloka as accommodation that they use when traveling together with family. Maggie Wilson who has a beautiful face and good personality has a capability in taking consumer's belief. She also gives a good experience when she uses Traveloka at the first time on vocation, she found an amazing villa in Bali. She also told that it never found before. It indicates that the product from Traveloka is trusted because it told by someone who has a reliance on society.

4.1.2.2 Pathos

Pathos means emotional appeal. This technique is a process that related to human emotions. When conveying something that aims to persuade and seduce. It concerns with the feelings of listeners and sometimes creates a lot of empathy or even sympathy from the listener. The speaker must be able to bring the listener's emotion into the topic of the problem that they told. If the expected response appears, so the speaker succeeded in having an aspect of Pathos in their persuasion speech. This is also supported by the grammar and speech style of the speaker. Pathos strategy or emotional appeal which use in Traveloka advertisement is shown in this following utterances:

Data 26

**Don't worry about unexpected changes,
Traveloka easy reschedule has got you covered**

Data 27

Do you want to go on a vacation? Relax, and not worry about anything? You can!

Data 28

Relax! You'll receive an alert, once the price meets your budget! No more worrying, no more refreshing.

Data 29

Stress? Enjoy reliable 24/7 support on hotel and flight bookings with Traveloka.

Data 30

Traveloka's here so no need to worry!

Data 31

Honestly, I get super frustrated cause I can never keep track of all those promo sales! Which is why I'm super happy that my friend told me about Traveloka

Concerning with six part of utterances above, it uses Pathos technique or emotional appeal. The advertiser provides almost in every advertisement with the word "Don't worry" and "Relax!!" it identifies that Traveloka uses the convincing word to take the sympathetic and emphatic of the consumer. Traveloka is capable to change the frustration or worry feeling to be happy and relax because this application gives the solution about the consumer's problem when taking a vocation. People who watch this advertisement will feel relax without thinking hard to take a vacation and want to use this application for traveling accommodation.

data from the video on YouTube of Traveloka which posted in Malaysia, Philippines, Thailand, Singapore, and Vietnam. The types of persuasive techniques based on classification theory from Gorys Keraf. He divides seven types of persuasive techniques that is rationalization, identification, hypnotic, conformity, compensation, projection, and displacement.

Based on the finding, the researcher found all of the types of persuasive techniques by Gorys Keraf's theory. Type of persuasive technique which dominates in Traveloka advertisement is identification technique. It means Traveloka advertisement prefer to identify the condition and situation of the target of consumer to take their attention. By knowing the consumer's condition, Traveloka will be easy to convince the target audience for doing what advertiser wants. The target audience in Traveloka based on the identification technique is for someone who wants to do a vocation. Traveloka also mentions most of for mother who prepares vocation to her family and this application appropriate for business man who has business meeting and needs an accommodation. In addition, there is another technique which almost equal which is using hypnotic technique. This technique is used to attract attention with convincing word, tone, and gesture by the advertiser.

To answer the last research question, the researcher finds a way of persuasion based on Aristotle (1954) in those videos advertisement. The way of persuasion which used by Traveloka to make the consumers believe with the advertiser's product. The way of persuasion the most used in this advertisement is Logos or showing the evidence. Giving an evidence is the

fundamental need of persuasion. The evidence is needed in persuading the consumers because it is essential to show the consumers that the products or services are surely true. In Traveloka advertisement mostly shows evidence such as the review from people who ever used this application because this is typical of services. From the review, the consumers will know the advantage of the services. In addition, the evidence is also shown in how the way applied this application for looking for the accommodation. The advertiser gives the video about the step using the application and mentions all the facilities in Traveloka.

Regarding of the result in this research, the researcher correlates this finding with some related studies in similar field. Based on the research which has done by Budiani (2014), Rizka (2016), Mukarromah (2016), and Purba (2017), there are some differences from this recent study. Mostly, they analyze persuasive techniques in something that can be touch, taste, and real thing which can buy for example cosmetics, skincare, iPhone, and Nike's shoe advertisement. Moreover, this present study analyzes about techniques of persuasion in service product in the application namely Traveloka. The researcher finds the differences of the result, almost the product which can buy and can use such as cosmetics, skincare, iPhone, and Nike's shoes advertisement uses the personal character or Ethos to attract the consumer's attention. However, the service of agent travel online in Traveloka App uses Logos technique or showing the evidence to convince the consumers.

YouTube use all of the ways. There are Ethos or personal character appeal, Phatos or emotional appeal, and Logos or showing the evidence. From this strategy which use in Traveloka advertisement, showing the evidence is the best strategies to apply in their advertisement. One of the fundamental persuasion is the logical reason and giving the fact about the services product. Furthermore, if the advertiser persuades something or item that cannot buy such as a service, advertisers should extend the good reviews to consumers in order they trust and want to use the services which the advertiser provide. Usually, the other advertisement uses the personal character appeal to catch the consumer attention but in this advertisement just a little bit public figure who advertise this service product. In Traveloka advertisement more emphasize the way of giving evidence such tips for using the application or showing the facility of the application, so the advertiser mostly inputs the animation videos.

The persuasive techniques is used to give justification of the product or service's quality. It aims to the advertisement more clear, informative, simple and convincing. The three ways of persuading consumers based on Aristotle is needed in advertisement because one another is related even though there are one of them which more dominated.

5.2 Suggestion

Persuasive technique is an essential topic to discuss because in this life we have to know the technique of persuasion in order to make people follow our ideas or argument. Persuasive technique not only happens in the

advertisement, but also it can happen in daily conversation, oration, sermon, presentation, and many more. Furthermore, this research is far from perfect and has many mistakes. The researcher only analyzes the persuasive technique in Traveloka advertisement which has many limitations.

This present study gives the suggestion for the further researcher who wants to consider better research. The researcher hopes for those who interested in the function of language especially in Discourse Analysis can continue this research to better. The researcher suggests to the next researcher to conduct the same topic but in a different subject not in the advertisement, it may happen in the oration, sermon, or presentation.

The second suggestion, the researcher hopes that the future researcher can find another aspect of the persuasive technique not only use the types of persuasive techniques and how they applied. It will more helpful to provide the knowledge and give the beneficial contribution to this study.

