# GENDER RESPONSIVENESS OF PERSUASION STRATEGIES USED IN FASHION ONLINE SHOP ADVERTISEMENT

#### **THESIS**

Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of English Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya



By:

Hayattri Wahyu Saraswaty Reg. Number: A73215045

# ENGLISH DEPARTMENT FACULTY OF ARTS AND HUMANITIES STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL SURABAYA

2019

#### **DECLARATION**

The Undersigned,

Name

: Hayattri Wahyu Saraswaty

Reg. Number: A73215045

Department

: English Department

Faculty

: Arts and Humanities

Declares that the thesis under the title Gender Responsiveness of Persuasive Strategies Used in Fashion Online Shop Advertisement is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Sarjana degree and submitted to English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts excepts the quotations and theories itself. If the thesis later id found as a plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

Surabaya, January 24<sup>TH</sup> 2019

Writer,

Hayattri Wahyu Saraswaty

#### APPROVAL SHEET

# GENDER RESPONSIVENESS OF PERSUASION STRATEGIES USED IN FASHION ONLINE SHOP ADVERTISEMENT

By: Hayattri Wahyu Saraswaty A73215104

Approved to be examined Surabaya, January 24th 2019

**Thesis Advisor** 

Murni Fidiyanti, M.A NIP: 198305302011012011

Acknowledged by:

The Head of English Department

Dr. Wahju Kusumajanti, M.Hum

NIP: 197002051999032002

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL SURABAYA

2019

This thesis been approval and accepted by the Board of Examiners,
English Department, Faculty of Arts and Humanities,
State Islamic University of Sunan Ampel Surabaya, on January 28<sup>th</sup>, 2019

# The Dean of Arts and Humanities Faculty



The board of examiners are:

Examiner 1

Murni Fidiyanti, M.A

NIP: 198305302011012011

NIP.196005152000031002

Examiner 4

Examiner 2

Examiner 3

Raudlotul Jannah, M.App.Ling

NIP.197810062005012004

Abdulloh Ubet, M.Ag/

NIP.19660507199703100\$



# KEMENTERIAN AGAMA UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300 E-Mail: perpus@uinsby.ac.id

### LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas aka	demika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:				
Nama	: Hayattri Wahyu Saraswaty : A73215045 : Adab dan Humaniora/Sastra Inggris : hayattriwahyus@gmail.com				
NIM					
Fakultas/Jurusan					
E-mail address					
UIN Sunan Ampe ☑Sekripsi ☐ yang berjudul :	gan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan d Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah : ☐ Tesis ☐ Desertasi ☐ Lain-lain ()  Teness of Persuasion Strategies Used in Fashion Online Shop Advertisement				
Perpustakaan UII mengelolanya d menampilkan/me akademis tanpa p	yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini N Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, alam bentuk pangkalan data (database), mendistribusikannya, dan mpublikasikannya di Internet atau media lain secara <i>fulltext</i> untuk kepentingan perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai dan atau penerbit yang bersangkutan.				
Saya bersedia un	tuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN abaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta				
Demikian pernyat	aan ini yang saya buat dengan sebenarnya.				
	Surabaya, 08 Februari 2019				

Penulis

(Hayattri Wahyu Saraswaty)
nama terang dan tanda tangan

#### ABSTRACT

Saraswaty, H. W. 2019. *Gender Responsiveness of Persuasion Strategies Used in Fashion Online Shop Advertisement*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : Murni Fidiyanti, M.A.

Key words : Persuasion, Advertisement, Online Shopping

This research investigates gender responsiveness of persuasion strategies used in fashion online shop advertisement. It examines the modes of advertisement and the strategy used by the advertiser. The objective of this research is to describe the modes of advertisement, to identify the persuasion strategies used in advertisement and the gender responsiveness persuasion strategy based on the advertisement. The researcher focuses in Guy Cook and Aristotle theory in this research. The methodology that used in the research is descriptive qualitative since the data of this research is in form of picture and transcription from the advertisement.

The result of this research shows that most of the researcher has discovered almost the advertiser applied picture, speech and writing in their advertisement. no one of them are using music as the mode of their advertisement, because they do not present their slogan through music as a jingle, but in the form of picture and writing instead. Another result of this research is, the researcher found that the most frequently used if persuasive strategies from Aristotle is in show an evidence. The advertisers used that strategy because they can give the information about their detail and the feature of the product clearly. So, it can make the consumer influenced easily. Then, by analyzed the strategy of persuasion the researcher found most of the gender targets by the advertisers are both men and women. They serve unisex clothes, so that it suitable for all genders.

#### **INTISARI**

Saraswaty, H. W. 2019. *Gender Responsiveness of Persuasion Strategies Used in Fashion Online Shop Advertisement*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : Murni Fidiyanti, M.A.

Key words : Persuasion, Advertisement, Online Shopping

Penelitian ini menyelidiki responsif gender dari strategi persuasi yang digunakan dalam iklan toko online fesyen. Penelitian ini meneliti mode iklan dan strategi yang digunakan oleh pengiklan. Tujuan dari penelitian ini adalah untuk menggambarkan mode iklan, untuk mengidentifikasi strategi persuasi yang digunakan dalam iklan dan responsif gender dari strategi persuasi berdasarkan iklan. Dalam penelitian ini, peneliti berfokus pada teori Guy Cook dan Aristoteles. Metodologi yang digunakan dalam penelitian ini adalah deskriptif kualitatif karena data penelitian ini berupa gambar dan transkripsi dari iklan.

Hasil penelitian ini menunjukkan bahwa sebagian besar peneliti telah menemukan hampir pengiklan menerapkan gambar, pidato dan tulisan dalam iklan mereka. tidak ada dari mereka yang menggunakan musik sebagai mode iklan mereka, karena mereka tidak menyajikan slogan mereka melalui musik sebagai jingle, tetapi dalam bentuk gambar dan tulisan sebagai gantinya. Hasil lain dari penelitian ini adalah, peneliti menemukan bahwa strategi persuasif yang paling sering digunakan dari Aristoteles adalah dalam menunjukkan bukti. Pengiklan menggunakan strategi itu karena mereka dapat memberikan informasi tentang detail dan fitur produk mereka dengan jelas. Jadi, hal itu dapat membuat konsumen mudah terpengaruh. Kemudian, dengan menganalisis strategi persuasi, peneliti menemukan sebagian besar target gender oleh pengiklan adalah pria dan wanita. Mereka menyediakan pakaian uniseks, sehingga cocok untuk semua jenis kelamin.

### TABLE OF CONTENT

Inside Cover Page i
Declaration Page ii
Mottoiii
Dedicationiv
Examiner Sheet v
Thesis Advisor's Approval Page vi
Acknowledgement vii
Abstractviii
Intisariix
Table of Contentx
CHAPTER I: INTRODUCTION
1.1 Backgrounf of the Study1
1.2 Research Question6
1.3 Objectives of the Study6
1.4 Significance of the Study
1.5 Scope and Limitation7
1.6 Definition of Key Terms
CHAPTER II: REVIEW OF LITERATURE
2.1 Guy Cook's Theory of Advertising as Discourse 9
2.1.1 Modes of Advertisement
2.1.1.1 Pictures
2.1.1.2 Music
2.1.1.3 Speech and Writing
2.2 Persuasion

2.3 Persuasion Process	11
2.3.1 Source	11
2.3.2 Message	12
2.3.3 Channel	12
2.3.4 Receiver	12
2.4 Persuasive Strategies	13
2.4.1 Pathos: the emotion of audience	13
2.4.2 Logos: showing the evidence	14
2.4.3 Ethos: an appeal to credibility or character	
2.5 Oline Shopping	15
2.6 Previous Studies	17
CHAPTER III: RESEARCH METHOD	
3.1 Research Design	20
3.2 Data Source	21
3.3 Research Instrument	21
3.4 Data Collection	22
3.5 Data Analysis	22
CHAPTER IV FINDINGS AND DISCUSSION	
4.1 The Modes of Advertisement	26
4.1.1 Pictures on American Eagle, Forever 21, ASOS, UNIQLO a Exchange	
4.1.2 Speech on American Eagle, Forever 21, ASOS, UNIQLO an Exchange	
4.1.2.1 Speech	45
A 1 2 2 Writing	47

4.1.3 Music on American Eagle, Forever 21, ASOS, UNIQLO and Exchange	
4.2 Persuasive Strategies	51
4.2.1 <i>Ethos</i> : an appeal to credibility or character	51
4.2.2 <i>Logos</i> : an appeal to logic or reason	53
4.2.3 <i>Pathos</i> : an appeal to emotion	54
4.3 Gender Responsiveness in Persuasive Strategies by Aristotle	56
CHAPTER V: CONCLUSION AND SUGGESTION	
5.1 Conclusion	59
5.2 Suggestion	60
REFERENCE	
APPENDICES	

#### **CHAPTER I**

#### INTRODUCTION

In this chapter, the researcher presents the background of the study, problem of the study, purpose of the study, significance of the study, scope and limitation, and also definition of key terms.

#### 1.1. Background of the Study

Discourse Analysis is well defined by Cook (1992: 13) as the usage of language for communication and refers to sentences which are grammatically but which do not necessarily have to be grammatical. In addition, as Yule's (1983:1) state, discourse analysis dealings with the usage of language in communication and how receiver proceed linguistically message in order to define them. This is related with persuasion. According to W.IJsselsteijn, et al (2006: 1) as cited in Zumrotil (2017:1) persuasion is an attempt to influence others behavior and attitudes, to ensure others for purchasing our product rather than another, or to influence others to stop doing bad things, etc. Persuasive can be interpreted as an activity that is carried out by someone, both in spoken or written form that intended to influence others to do something. Certainly, there is a relationship between discourse analysis and persuasion. Persuasion discuses about the usage of language to influence other, while discourse analysis talks about the language used in persuasion.

In commercial field, the ability to persuade someone is important. Through persuasion process, we can easily influence or persuade someone to buy or use our service or product. In persuasion someone in order to convince them, the speaker need to learn about how the tactics are. The tactics that used in persuasion called as persuasion strategies. Persuasion strategies will help the speaker to convince someone to believe with what the speaker expect. Based on Perloff as cited in Mukarromah (2016: 2) stated that persuasion implied as symbolic process to make others believe and change their behavior or mind through the transmission of a message in free choice. Strategies in persuasion are used to ensure someone to believe, agree and accept our statement and adopt the way of thinking.

In influencing someone, persuasion can be seen in many ways such as slogan, speech, advertisement, etc. In this present research, the researcher focuses on persuasion strategies that used in advertisement. In advertising, product and politics using campaign to persuade certain target of audiences. Advertising is an effort of promotion the product, argumentation, or service which purposed to deliver information and to persuade others about the advantage of the product and persuade them to take and action (Lapsanska, 2006: 14). Many products are promoted by the company using advertisement. Without advertisement, the companies will face the difficulty to introduce their products to the

society. Advertisements were presented to make people interested and know more about the product or service that the company wants to sale.

Some researches about persuasion strategies have been done by four previous researchers in different fields. First, it is conducted by Cahyani (2014) that focuses on persuasive technique that is used in Smartfren advertisement. The second one is Mukarromah (2016) which focuses on persuasive strategies used in iphone slogan advertisement. The third research is conducted by Rizka (2016), she focuses on persuasive technique that is used in Nike advertisement. The last study of persuasive in advertisement is conducted by Wijayanti (2017) which focuses on the techniques of persuasion in the advertisements of Indonesian Bright Awards winner.

Based on the previous studies above, in this present research, the researcher is interesting to analyze persuasion strategies in fashion online shop field because it has not been done yet by some previous researchers. Furthermore, the researcher focuses on gender responsiveness through persuasive strategies that used in fashion online shop advertisement by observed some advertisements from selected fashion online shop commercial advertisement videos.

One of the targets in persuasion is convincing the consumer to believe with what the speaker stated. Moreover, the speaker or the advertiser required to know about the response from their customer about their advertisement and how they present the advertisements for their gender target. The response from the consumer help them to refine and develop their product quality. Responsiveness or being responsive is commonly used in everyday vocabulary. The variety of responses result are based on who, when, why, what, where, and how of responsiveness are unclear, vary by context, and at times are even contradictory (Bheda, 2013: 1). Thus, the response by one person to another is not always the same since different "who" by Bheda the researcher believes that responses by two gender; women and men are different.

Gender is created by culture, social relations, and natural environments. Gender roles of women and men include different speculation, decision-making processes, and knowledge (King, 2002:4). According to their needs, male and female often use and manage resources in different ways. The gendering of local knowledge, including knowledge for managing biological systems has four key characteristics (Huisinga et al.,2001: 14), women and men have each understanding about different things, male and female have each understanding about same things, women and men have different ways to manage their knowledge, male and female may obtain and deliver their knowledge through different means. Therefore, in this research, the researcher focuses on how the gender responsiveness of persuasive strategies based on the strategies that used by the advertiser to convince the consumer through advertisement. The researcher believe that based

on different gender can affect the different response, thus the advertiser are able to used specific strategies to gain the gender attention.

One cannot deny that internet plays important role in people daily life, such as in commercial field. Today people can buy everything through online such as electronics, medicines, kitchen stuff, vehicles and transportations, food, fashion, etc. In October 2018, The Statistics Portal has been reported the most decision segment by the customer is fashion field, there are 500 million customers and grown rapidly every year. Moreover, the researcher aimed to investigate fashion online shops that sell male and female fashion stuffs advertisements since both male and female are able to buy fashion stuff through online by their gadgets (Zorzini, 2015). Based on Finder(2018)there were 20 fashion online shops which claimed as best fashion online shop sites, Boohoo, Lululemon, Rue La La, Showpo, Athleta, American Eagle Outfitters, PrettyLittleThing, ASOS, Superdry, Zaful, Lucky Brand, Forever 21, Urban Outfitters, Nasty Gal, J.Crew, Anthropologie, AllSaitns, Uniqlo, Armani Exchange and Fashion Nova. The researcher chooses Finder as the source because it categorized a list of the 50 best sites to shop based on quality, value for money and customer service experience.

This research studies about persuasive strategies that used on fashion online shop advertisement. The writer applies modes of advertisement based on Guy Cook and persuasive strategy based on Aristotle.

#### 1.2 Problems of the Study

- 1.2.1 What are the modes of advertisements which is applied in Fashion Online Shop advertisement?
- 1.2.2 What are the types of persuasive strategies that applied in Fashion Online shop advertisement?
- 1.2.3 How is the gender responsiveness of persuasive strategies applied in Fashion Online Shop advertisement by the advertiser?

#### 1.3 Objectives of the Study

- 1.3.1 To describe the modes of advertisement used in fashion online shop advertisement.
- 1.3.2 To identify the types of persuasive strategies used in Indonesian Fashion Online shop advertisement.
- 1.3.3 Describe the gender responsiveness of persuasive strategies in Fashion Online Shop advertisement by the advertiser.

### 1.4 Significance of the Study

The findings of this study were intended to give valuable contributions theoretically and practically. Theoretically, through this study were intended to be one of the source in discourse studies on how person influences another through language and how discourse analysis applied in a fashion online shop advertisement. Practically, this study

can help the next linguistics researchers and social media reviewer to investigate the character of advertisements linguistically. The result of this study hopefully useful to help the next advertiser, especially in creating advertisement.

#### 1.5 Scope and Limitation of the Study

This research is limited on investigating the Fashion Online shop advertisement. The researcher focuses on English advertisement of fashion online shop in social media and the websites. Thus, the writer analyzes the linguistic the modes of advertisement in fashion online shop based on Guy Cook's theory. Next, the writer analyses the persuasion types that used in fashion online shop advertisement depend on Aristotle's theory. Last, the researcher will examine the gender responsiveness of persuasive strategies by analyze the fashion online shop advertisements.

The framework of the research is the researcher focuses on five Fashion Online shop advertisements which apply the strategies of persuasion and the responsiveness by the advertiser based on the gender.

#### 1.6 Definition of Key Terms

**1.6.1 Persuasion** as verbal art purposely used to convince someone to do something based on what the speaker said (GorysKeraf, 2009: 1).

- **1.6.2 Advertisement** is utilize for promoting ideas, things and services to consumer. It attaches in billboard that does not hides the characters of the advertiser in promotion (Anusha 1961: 9).
- **1.6.3 Online shopping** is the activity or action of buying products or services using the Internet. It means going online, touchdown on a shopping website, finding the perfect goods, and planning for its delivery (Market Business New, 2017).

#### **CHAPTER II**

#### REVIEW OF RELATED LITERATURE

#### 2.1 Guy Cook's Theory of Advertising as Discourse

One of the complex form of linguistcs is discourse of advertisement, because contains music and picture. Cook (2001:3) stated that discourse analysis is focus on language and context of communication. Winardi (1989: 363-364) as cited in Wijayanti (2016:16) explained that the process of advertisement communication starts from the speaker as the advertiser who delivers messages to the receiver as the consumer through the picture. Thus, discourse investigates the advertisement's elemet according to the combination of text and context.

#### 2.1.1 Modes of Advertisement

The modes of advertisements by Cook's (2001:4) as stated below:

#### **2.1.1.2 Pictures**

Pictures of advertisement present scene by scene into make a story which deliver the message of the advertisement (Cook, 2001:54). Advertisers trade their promotion via picture and other advertisements create a message through the modes of advertisement by Cook. In delivering message successfully, the advertiser may use picture as their visual element. In advertisement, every scene means

the story where the advertiser promoted their products. Picture, as Cook's theory may be as pieces of story, motion, cartoon, and photographic.

#### 2.1.1.3 Music

Music has different units which can be consolidated with discrete ways along a time-line (melody). Music generate a mood, or mix with specific context and images (Cook, 2001: 50). In a commercial field, music may illustrate the advertiser and product characteristic or called as as jingle. Jingle is a short song which contains of some slogan to promote a product.

#### 2.1.1.4 Speech and Writing

Almost advertiser belief that the greater power of speech is provided by the propensity of speech and writing for advertisement's message. The advertiser intention can be depict through jargon and slogan which contain the goal of the product. In addition, the commercial video advertisement comes in changing combinations of speech, music and writing (Cook, 1992:42). It means that those matters are united to make the advertisement being meaningful. Speech and writing have special role in advertising as a verbal communication which contain a product's message.

#### 2.2 Persuasion

Persuasion held agreement through reliance. As stated by Bormann (1991:209), persuasion is a way to shift others belief to transfer the idea of the product. Through the advertisement, people are obtained the certain information of the product or service until they believe with product that offered by the company. A good advertisement must be included persuasion language that able to influence consumer to buy or to use the product. Related to the advertisement as the main focus of this research, persuasive used to change people belief, try to influence people's interest, and then convince them to own the product. Finally, persuasion is hoped can change people's responses.

#### 2.3 Persuasion Process

The most important factor in achieve the success of a persuasion is the process of persuasion itself. Related to Renkema (1993:128), there are four elements of persuasion process, they are; source, channel, message, and receiver.

#### 2.3.1 Source

Source can be called as the advertiser is the sender of an information or message. In advertising, source is the main factor that caused the product is trusted or not, and people also know the detail and quality of a product from the source. The credibility of a company is related with the source, how the reputable of the source

in society is and how does the response of consumer about the product up till now.

#### 2.3.2 Message

Here, message funds the substance of an advertisement. Occasionally, an advertiser put the reason why does the product is presented throughout language or pictures. Based on Pearson et al. (2003:17) the verbal and nonverbal form of idea is called as message, that deliver from the source to communicate with the receiver. The form of message can be seen of symbols, word, facial expression, gesture, touch, tone of voice, etc. Moreover, a commercial's message can be presented in the first, middle or the last of advertisement. It depends on the advertisers creativity.

#### 2.3.3 Channel

It is used to transferring message from the advertiser to the consumer. There are various channels such as magazine, television, radio, newspaper, leaflet, banner, and etcetera. American Eagle, ASOS, Forever21, UNIQLO and Armani Exchange arethe well known fashion online brands in the world, to make their product is known by people around the world, they introduce their products through social medias such as Instagram, Facebook, Youtube and etcetera.

#### 2.3.4 Receiver

The receiver refers to the consumers, viewers, or the target of advertisement. The main point of persuasion process is giving the great intention to the consumer. The advertiser must be understand to their consumer's background of knowledge. By knowing consumer's background, the advertiser can make a strategy how to attract people's attention.

#### 2. 4 Persuasive Strategies

The meaning of strategis in persuasive is talking about the speaker strategies to influence the other there are three part of persuasion according to Aristotle (1954):

#### 2.4.1 Pathos: the emotion of the audience.

Pathos or an appeal to emotion in one advertisement will attempt to generate the customer's emotional response. The utterance of pathos in advertisement may consist of metaphor, simile and etcetera. Pathos is most effective strategies in connecting the speaker with the audience to deliver the message.

Pathos is related to the words pathetic, sympathy and empathy. The audience is acting on pathos when they accept a claim without knowing the reason behind that claim. The more they people respond without consideration for the reason, the more effective the claim can be. Even the pathetic appeal may manipulative the audience mind, but this appeal is the foundation of shifting people to action.

They may be any emotions: love, fear, patriotism, guilt, hate or joy.

The pathetic audience may not follow with the call to act something even there are many arguments that able to persuade the logically.

There are two emotions that will be given by the customer; negative emotion and positive emotion. Positive emotion such as happiness: an image of people enjoying themselves while eating Oreo. In the other hands, advertisers will use negative emotions such as pain: a person having headache because of the deadline of their work.

#### 2.4.2 *Logos*: showing the evidence.

Logos is appeal based on logic or reason. Logos may consist of historical analogies and used literal language. In logos the advertisement may present the factual data and statistics data, quotations and citations from experts. The effect of logos is to evoke a cognitive and rationale response by the audience.

The existing of a logos appeal also increase ethos because information makes the speaker look well-informed and prepared to his or her audience. In an advertisement that using *logos*, it will give you the evidence and statistics you need to fully understand about what the product does. The *logos* an advertisement can be called as the "facts" about the product. Example of logos:One glass of milk contains 75% of your daily energy.

#### 2.4.3 *Ethos*: an appeal to credibility or character.

Ethos is a request to the authority or honesty of the speaker. It is related with how good the speaker ensures the audience that he or she is qualified to speak on the particular subject. It might be seen in many ways:

- By being a well-known figure in specific field, such as a deligent college professor.
- 2) By having a personal interest in a subject, such as the person being related to the subject in question.
- 3) By using interested *logos* to make the speaker is knowledgeable on the topic in front of the audience.
- 4) By appealing to a person's ethics or character.

This appeal is an effective persuasive strategy because when we believe that the speaker does not intend to do us harm, we are more willing to listen to what s/he has to say. Ethos often attaches statistics from experts, such as eight out of ten dentists agree that Oral-B is recommended to keep our teeth health than any other tooth brush brand. Often, a celebrity endorses a product to lend it more credibility: Christiano Ronaldo s makes us want to buy Nike shoes.

#### 2. 5 Online shopping

Online shopping has emerged as one of the most prominent services available through the Internet. It has great advantages for the customers as well as business houses. Through online shopping, business houses have been able to reach out to more customers at less

cost. Online shopping provides unlimited choices to the customers in a nut shell. The customer can shop any day in the year on any time of the day. Beside that, it helps in customers' time and energy saving. Furthermore, due to unlimited choice and less excess time, customers can easily search for the desired things and can easily compare the products or items (Richa, 2012: 95).

The online shopping environment has a very different nature from traditional retail stores, a web site serves as a retailer as well as a medium for delivering product information and at times product experience (Kim and Eastin, 2011: 71). The biggest disadvantage in online shopping is that there is no "touch and feel factor" involved in online shopping. Another important issue is that one of the major options to purchase from Internet is by credit cards. It is quite possible that customers may fall victim due to security and privacy problems on the Internet (Richa, 2012: 115).

The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay (Doherty, Ellis, Hart, 1999). Above all, the important things that we will need are an Internet connection, a debit or credit card, and a secure password. It is possible if we need to have an email address or mobile phone number. Online shop is great for buying things that are identical. For example for fashion need, any sweater or blazer. However, fruit and vegetables are different. They may be overripe or not ripe enough. Most retailers allow you to send back

goods. Therefore, online shop is also good for items that you need to try on, such as shoes or clothes.

#### 2. 6 Previous Studies

Some researches about persuasion strategiesand responsiveness have been done by four previous researchers. They are Cahyani (2014), Wijayanti (2017), Rita et al. (2015) and Kiemute et al. (2017). First, it is conducted by Cahyani (2014) that focuses on persuasive technique that is used in Smartfren advertisement. In her research, she focused on Guy Cook and GorysKeraf'stheory to describe the relation of advertisement's mode on attracting people attention. The finding of her analysis, she discovered that most of Smartfren advertisements merge pictures, music (Lyric), speech and writing in its commercials. Finally, she found there are five appeals that used by the advertiser on Smartfren commercial that are features appeal, favorable price appeal, news appeal, popular appeal and competitive advantage appeal.

The second researcher is Wijayanti (2017), her research with the title "Persuasion Technique Used on The Winner Indonesian Bright Awards Advertisements 2016" focuses to explain the modes of advertisement and the application of the techniques in persuasion on the advertisements. This research applies Guy Cook and GorysKeraftheory of verbal modes on attracting people attention in advertisement. The result

of the analysis, the writer found that most of the winner's advertisements apply pictures, speech and writing in the commercials.. Based on Cahyani (2014) and Wijayanti (2017), there is a kind of interesting field that has not been appeared in those studies, that is study in fashion online shop advertisement.

Study about gender responsiveness in persuasive was also conducted by Rita Orji, Regan L. Mandryk, Julita Vassileva in 2015 that focused on age, gender and responsiveness by Cialdini's theory in persuasive strategies. The results of this study, based on the large-scale study of 1108 respondents show that males and females differ significantly in their responsiveness to the strategies. Females are more responsive to most of the strategies than males and some strategies are more suitable for persuading one gender than the other. The results of their study also reveal some differences between younger adults and adults with respect to the persuasiveness of the strategies. In this study the researchers focus on the response based on personality traits by Cialdini. In other hand the researchers are not investigated about the responsiveness in advertisement.

The last one is Analyses of the Persuasiveness of Social Influence in Persuasive Technology and the Effect of Age and Gender by KiemuteOyibo, Rita Orji, and JulitaVassileva (2017). This study focuses on the effectiveness of persuasiveness effect of age and gender in persuasive technology. The researchers found that males and females

have vary in their level of susceptibility to Reward and Competition, younger and older individuals vary also, with younger individuals being more susceptible to Competition, Social Comparison and Social Learning. Specifically, the researchers result reveal that Competition, a powerful driver of intrinsic motivation, is most effective in bringing about behavior change in younger males, but least effective in older females. As well as Rita et al. (2015) this study is not investigated about responsiveness of persuasive strategies in advertisement.

After find the gaps, in this present research the writer would like to cover that in conducting persuasive strategies used in fashion online shops advertisement with analyze the gender responsiveness of persuasive strategies in fashion online shop advertisement. Thus, the writer interested in mode of advertisement based on Guy Cook theory and persuasive strategies by Aristotle theory and the writer interested to examine the gender responsiveness to persuasive strategies through fashion online shop advertisement.

#### **CHAPTER III**

#### RESEARCH METHOD

The vital procedures for conducting this research are clearly explained in this chapter. It is classified into several items, those are, research design, research instrument, data and data sources, techniques of data collection, and techniques of data analysis.

#### 3.1 Research Design

In analyzing gender responsiveness of persuasive strategies in fashion online shop advertisements, qualitative research was used by the writer. The writer analyzed the data descriptively based on Guy Cook and Aristotle's theory of persuasive strategies and gender responsiveness through the advertisement.

Qualitative research is concerned with structures, pattern and how something is. According to Slavin (1992:65) qualitative research is intended to explore important phenomena by including the investigator in the situation for extended periods. In qualitative research, the data is compiled from the form of words or sentences then describing the phenomenon that found in the data. The used of qualitative research can be involved the study used in variety of material and case study in our live such as their personal experiences.

#### 3.2 Data Sources

The data of this research was taken from the advertisement in social media such as Youtube by five fashion online shops they are American Eagle Outfitter, ASOS, Forever 21, Uniqlo and Armani Exchange's youtube channel and the result of the questionnaire. The data were the utterances from script that are the words, phrases, clauses, sentences, music and expression used by the advertisement's video in each Indonesian fashion online shop's YouTube channel they are American Eagle, Forever 21, ASOS, UNIQLOUSA and Armani Exchange. The data source included the mode of advertisement by Guy Cook's theory, persuasive strategies by Aristotle's theory which found in five fashion online shop's YouTube channel and the result of the questionnaire about the response in persuasive strategies based on the participant's gender.

#### 3.3 Research Instrument

The research instrument in collecting the data was observation which the writer herself who active and directly as the participant since the data of the research are in from of speech and written. Based on Bogdan and Biklen (1998:77) in qualitative research human as the main instrument to gathering and analyzing data. The writer became an active reader to collect the data and continue watched the video from youtube.com. Then, the writer was analyzed the form of word or phrase

or sentence that used in fashion online shop and consist of the modes in advertisement and persuasive strategies in fashion online shop.

#### 3.4 Data Collection

In collected the data, the writer applied some steps to obtain valid data. There are some steps did by the writer. First, the writeropened the YouTube computer application using personal account. Second, the writer searched for Indonesian fashion online shop's YouTube channel which are American Eagle, Forever 21, ASOS, UNIQLOUSA and Armani Exchange. The third, the writer downloaded and saved the selected video advertisement from each fashion online shop YouTube Channel. Fourth, the researcherchanged the data into text form. The last the researcher found the related study which based on Cook's theory and Aristotle's theory.

#### 3.5 Data Analysis

The analysis related to the part of persuasive strategies which are used in four Indonesian Fashion online shop American Eagle Outfitters, Forever 21, ASOS, Uniqlo and Armani Exchange youtube channel and interpreted by the writer to answer the research questions. The data analysis will be presented after collected the data. There are some steps in doing the data analysis:

 Identifying and Classifying the modes of advertisement based on Cook's Theory First, the writer described the data which are: the context, the utterance from the speaker and the writing which is presented in video. Second, the writer identified the music and pictures scene by scene based on the video of fashion online shop advertisement. Third, the writer classified the speech and writing based on seven persuasion techniques that are intensifying which is decided in to three categories such as pictures, music, speech and writing. Those features were based on Cook's theory and used to reveal the first research problem.

Table 3. 1 the classification of Speech (modes of advertisement by Cook)

No.	Online	Shop's	Speech
	Advertisemen	nt Video	
1.			
2.		7/_/_	

2. Describing and Classifying the Type of Persuasive Strategies using Aristotle's Theory.

First, the writer described the scene by scene from the video. Second, the writer classified the type of the data based on Aristotle's theory namely pathos which an appeal to emotion, logos is an appeal to logic or reason, and ethos or an appeal to credibility or character. This step is used to answer the second research problem.

Table 3.2 The Classification of Ethos: an appeal to emotion (Persuasive strategies by Aristotle)

No.	Online  Advertisement Video	Shop's	Ethos
1.			
2.	7		
3.	Z		

#### 3. Interpreting the Data

The writer interpreted the data by applied several steps. First, the writer shown what are the data of modes of advertisement and persuasive strategies that found in fashion Online Shop advertisement based on Cook' and Aristotle's theory. After that, the writer explained the argument through the data clearly.

#### 4. Describing the Gender Responsiveness Result

To answer the third research question about gender responsiveness of persuasive strategies used in fashion online shop advertisement, the researcher classified the gender responsiveness from the data based on Aristotle persuasive strategies.

# 5. Giving Conclusion

Then, the writer summarized the research finding and the previous chapters to make conclusion.



#### CHAPTER IV

#### FINDING AND DISCUSSION

In this chapter, the writer analyzed fashion online shop advertisements through its picture, music (song), language in the form of spoken and written in line with the strategies of persuasive that they used. It combines Guy Cook's and Aristotle's theory. Based on the finding data, there are five advertisement videos from five online shops, American Eagle, Forever 21, ASOS, UNIQLO and Armani Exchange. Further explanation will elaborate below:

#### **4.1 The Modes of Advertisement**

# 4.1.1 Pictures on American Eagle, Forever 21, ASOS, UNIQLO and Armani Exchange

In commercial advertisement, it is important for the advertiser to combine pictures and music with speech or writing as a complete combination. As stated by Cook (2001:42), that the language of advertisement directly combines the paradox in both must and cannot take the musical and pictorial modes into account as well.

The advertiser uses picture to build a certain story which becomes the theme of the commercial and it usually presented with combining the picture with music and speech or written text. It is because both modes combine at the same time to make the theme of the story going well. In this section, the writer only describes the picture itself. For the written text will describe in the next section. The more explanation of each commercial are presented below:

#### 4. 1. 1. Pictures of American Eagle Advertisement: TRUE YOU SIZING

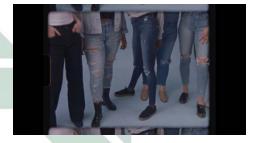
This video is published by American Eagle in its youtube channel on July, 25 2018. It gains 7,688 views since the video uploaded. This video commercial promoting American Eagle jeans product. it contains some people as the models and takes 1:30 seconds.



Those pictures above (see picture 1.A, 1.B and 1.C), it shows us about the title of the video that is *TRUE YOU SIZING*. As picture 1.A shows a delicate woman in white jeans vest is describe about how she feel when she wear that jeans. It is represents to us that the vest she wears is comfortable and makes her happy. It continued in picture 1.B, there is a woman wears jeans as pants and jacket. Seems like the advertiser want to present us that jeans can be wear as every types of clothes. Then, in picture

1.C, it shows a man body with moving backwards and lifting his shirt to show us the jeans he wore. As we can see from that picture, the advertiser give us information that jeans is unisex, which mean it can be wear either by men or women.





(Picture 2.A)

(Picture 2.B)

The pictures above, in picture 2.A and 2.B, the advertiser want to present us about the variety of jeans. These pictures are relate with previous picture (see picture 1.C), but in picture 2.A and 2.B it shows more clearly that jeans is unisex. In picture 2.A, it describes the jeans that wore by some types of man. They are fat, thin, black or white skin. Whatever they are, the advertiser is convincing us that jeans are perfectly fit for everyone. This is the same in picture 2.B. In this picture there are four different women wearing jeans as pants. As we can see, in that picture all of the women are have different body shapes. Once again, by this picture the advertiser wants to make us believe that everyone can be stylish with jeans no matter with what your skin type, your body shape, your sex and etc.





(Picture 3.A)

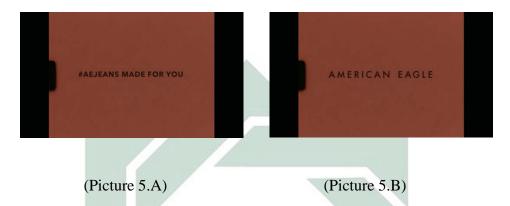
(Picture 3.B)

Picture 3 above, American Eagle as the advertiser shows us the comfortable jeans that wore by to models. As seen in picture 3.A, there is a man as the model with dark skin and big size body. He looks smile and confident of wearing that jeans. No worry depict in his face while he wear jeans. Them in picture 3.B, there is a women wearing jeans and moving confidently and feeling comfort. From both picture 3.A and 3.B, the advertiser attempts to convince the consumer that we don't need to worry while wearing jeans because jeans are really comfortable to use.



(Picture 4)

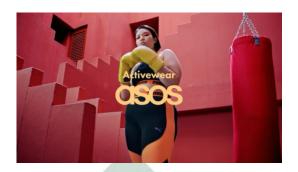
Picture 4 presents us about the brand tag from the advertiser. In that picture, we can see women hips when she wears jeans and she lift up her jeans jacket. That picture of body move intended to shows us the brand tag by American Eagle. Surely, by this picture American Eagle promoting their product especially in jeans. They want to makes us believe that their jeans are worth to buy.



The last scene of this video is present us the slogan of American Eagle. In picture 5.A the advertiser wrote '#AEJEANS MADE FOR YOU'. This slogan is intended to make the consumer easy to find about their product by typing 'AEJEANS' using hash tag '#' in every media social such as instagram, twitter and etc. then, the following phrase 'MADE FOR YOU' means that their products are made special for us. In the end of the video the advertiser also attaching their brand name 'AMERICAN EAGLE' which aimed to remind us that this advertisement made by them.

# 4. 1. 1. 2 Pictures on ASOS Advertisement: More Reason to Move | Activewear at ASOS launch video.

The second video commercial is owned by ASOS. As we can see, from the title of the video it promoting the activewear fashion by ASOS. This video is published on January 15, 2018 and took 41 seconds. This video successfully gain 6.3 million views.



(Picture 1)

The first scene begins with the view a woman wearing a pair of boxing glove and boxing jumpsuit, there is a red ringside beside her. The women appears with little smirk and confident face. There is written text about the brand. Through this scene, advertiser introduces us their product about active wear to consumer by performing a women boxer.





(Picture 2.A)

(Picture 2.B)

In the next scene, there are two gymnastics athletes. First is men gymnast (see in picture 2.A) and second is women gymnast (see in picture 2.B). Both men and women gymnast are moving their bodies flexibly. They are looks fun and comfort when moving their body and wearing sportswear makes them more confident. This way is used by the advertiser

to show us that their sportswear products are suitable for those who like sports.



Picture 3 above, tell us about some kind of sport activities such as basket ball (see picture 3.A), acrobat (see picture 3.B) and freestyle soccer (see picture 3.C). Each picture above illustrates about athletes that enjoying their activity wear comfort and stylish activewear. As seen in picture 3.A, 3.B and 3.C all the outfit above are colorful and modern. The advertisers try to persuade the consumer to choose them as decision store with providing various active wear.



(Picture 4)

There is a confident women standing on one foot with looking forward in doubtless (see picture 4) wearing attracting hot pink legging and orange sports bra. The advertisers want to inspire the consumer by demonstrating a diffable woman who is able to against the world bravely. By that scene, indirectly the advertisers invite all people to embrace themselves like the model on that picture.







(Picture 5.B)

In the last scene of the video, the gymnast man (see in picture 2.A) is appearing again (see in picture 5.A). In this scene the man can be as the representative of the whole video by ASOS Activewear and also by looking on the man it is relate with the title of the video that is *More* 

*Reason to Move.* More reason to move means we deserve to move as we want wearing comfort active wear freely.

### 4. 1. 1. 3. Pictures on Forever 21 Advertisement: Forever 21 Meets Megan Fox

In this video, Forever 21 presents us the famous actress and model, Megan Fox. Forever 21 revealed their lingerie collaboration with Fredericks of Hollywood, this collection was exclusively designed by Megan Fox. This video takes 1:30 second. It was published on March 22, 2018 and has 23.465 views.



The first scene of the video is starring a 32 years old American famous actress and model, Megan Fox (see in picture 1A). those two picture are relate in picture 1A show the figure of Megan Fox and in picture 1B shows the main title of this video that is *FOREVER 21 Meets Megan Fox* with the picture of the background is Megan Fox's foot. As Megan Fox as the public figure, she must be able to design beautiful outfit. In this scene, the advertiser introduces Megan Fox as the only one model of the video and about Megan Fox's experience in collaboration with Forever 21.





(Picture 2.A)

(Picture 2.B)

In picture 2.A and 2.B shows two lingeries that designed by Megan Fox. Those two lingeries are suitable for attending any festivals or beach party. In white one and combined with crème blazer (see in picture 2.A) we can see that Megan Fox is looking gorgeous and comfortable in it. In picture 2.B, Megan Fox is wearing black lingerie, in this lingerie she looks glamour and sexy. Thus, in this scene Forever 21 through Megan Fox are trying to persuade us that we can wear any lingerie to embrace ourselves in any festival either in comfort style or sexy style.



(Picture 3)

In the last scene of the video the advertiser shows the brand Frederick's of Hollywood with the signature of Megan Fox. Forever 21 as the advertiser would give the information that in this project they are collaborated with the most well known lingerie brand, Frederick's of Hollywood and with famous actress and model, Megan Fox. Thus, in this advertisement, Forever 21 want to show their capable of being great fashion online shop because they can collaboration with both famous brand and famous public figure.

4.1.1. 4 Pictures on Armani Exchange: Armani Exchange Connected Touchscreen Smartwatch.

The following commercial is from Armani Exchange. Armani Exchange is Introducing the new touchscreen smartwatc collection featuring the 20 years old famous model, Lucky Blue Smith. This video is published on September 24, 2018 and gained 403,510 views. This video takes only 20 seconds.



(Picture 1)

Picture that appears in the beginning of the video (see in picture 1) shows us the name of the brand that is Armani Exchange Connected and

its slogan 'NEW ENERGY, SAME SPIRIT'. The background of the text is figure of a man as the model, Lucky Blue Smith who wears swatch and he look at that swatch and it represent to us about the product that going to be promoted in this video, a swatch. The room in that video looks modern to make the situation suitable with the product. Through this video, the advertiser is intended to send us the information that this product is a sophisticated thing.



As seen in picture 2, Smith seems like say something to the swatch. In this scene, the advertiser promoted their sophisticated product. In that picture is printed 'Google Assistant' and 'Hey Google, play rock music' which means, the swatch is have great feature that is Google. This feature is able to help us find something only with say anything we want. For example like Smith do in that picture. He wants to play rock music and by only speak to Google.





(Picture 3A)

(Picture 3B)

The following scene, in picture 3A we can see that Smith is tapping the screen of the swatch. It means that Smith shows us the main feature of the swatch that is screen tapping or touchscreen. Smith is tapping the screen to switch the song from the previous one (see in picture 2) to another song. Then, the music change and in picture 3B the model looks dancing and enjoying the music.





(Picture 4A)

(Picture 4B)

The next scene (see in picture 4A) depicted the model look at his swatch. Then, another notification appeared, that is 'calendar notification'. The notification reminds about the model schedule to 'go for run'. Again, in this scene the advertiser wants to serve us about their feature of the product that is 'Calendar Notification'. In picture 4B shows us about the

following activity of Smith, that is workout. He runs in tread mill after he got the notification from his swatch.



In picture 5, Smith looks like check his heart beat rate using the feature of the product 'Heart Rate' after he did his workout in picture 4B. By this scene, Armani Exchange is promoting some useful features in their product.





In the closing part of the video, Armani Exchange shows us their product logo as depicted in picture 6A. Then, the following scene as seen in picture 6B the advertiser attach their slogan and the final scene in

picture 6C it shows their website to remind people about the advertiser profile.

# 4. 1. 1. 5. Pictures on UNIQLO Advertisement: Uniqlo Present Seamless Down

The last video is presented by Uniqlo. This video is published on October 7, 2018 and has 720.505 views. In only 45 seconds, this video presents us about short drama during the winter.



This advertisement starts with the view of winter in a town. In Picture 1, we can see the snows are falling down during winter. This means that this advertisement is going to present a product that suitable in winter.



In picture 2.A seen a women look out the window. Then, in following scene (picture 2.B) the woman smile and looks like she planned something during the winter.



(Picture 3)

In picture 3 above, the women is going outside and getting close to feel the winter. She looks happy and enjoys the touch of the snow because she goes out wearing her red coat. The coat looks great on her and fits her well.



(Picture 4)

The next scene it shows us the zoom out of the coat so the consumer can see the detail of the coat clearly. In picture 4, we can see that the coat is wind-proof and water-proof. Thus, the advertiser wants to make the consumer believe that they don't need to worry about getting

cold or getting wet while wearing that coat. Since the coat can handle the wind and water, this product is great to wear during the winter.



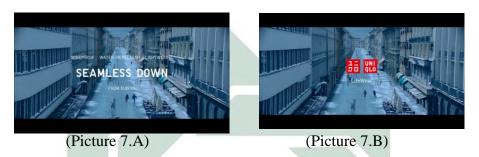
(Picture 5.A) (Picture 5.B)

Next, the pictures above show that in picture 5.A after she goes outside to enjoy the winter there is someone throwing snow ball at her. She looks little bit shock, but she doesn't worry about her body because it already covered by the coat she wore. Then, in picture 5.B presents a man that is a snow ball thrower to the women. He looks happy to tease her. In that picture, he seems wear the same coat with the women but in different color. In this scene, the advertiser is showing us that the coat is unisex. It provides both for men and women.



(Picture 6)

To continuing the previous scene the pictures above shows the man and the woman are walk around the town. Both are wearing the same coat. There is a slogan that convincing the consumer about the coming soon season.



The last scene from Uniqlo commercial, in picture 7.A there is a slogan 'Seamless Down' that means the product in this project is seamless from up to down with no pore. So, the coat is really good to cover our body from wind and water. Then, in the last commercial video, Uniqlo shows us about its logo.

Based on the analysis above, the writer found that almost five commercial advertisements present some daily activity, personal experience and drama of each product which is going to promote. Then, Slogan and the symbol of advertisement appear in the last of scene. In addition, those five commercials have their own styles to express the advantages of their products. First, Armani Exchange commercial attract the consumer by the show of some people wearing jeans. Second, ASOS commercial attract by the show some activities by several athletes. The third is Forever 21 commercial that attract Megan Fox. The fourth is

Armani Exchange commercial which tell us about young man activity.

The last is Uniqlo advertisement which performs a drama during the winter.

Eventually, people may generate phrases and words that cannot be conveyed in the speech or writing through those pictures on all of commercial above. Pictures on all of five commercials present scenes and stories which are reflected people daily activities and problem on society. It means all of advertisements above in producing their products are intended to attract social demand. Thus, the pictures on every commercial video hopefully attract people attention and persuade them to buy their products.

# 4.1.2 Speech and Writing on American Eagle, Forever 21, ASOS, UNIQLO and Armani Exchange

In commercials, speech means the expression of idea or though, feelings, opinion, which is meaningful and vocalize sound. The speech almost appears in the commercial as the messages about the products that want to transmit by the advertiser. In other hand, written is the text which appears during commercial and it is a complement both in speech or spoken language. As Cook (2001:53) stated that to make fullest use of music, song, images and dialogue together, though it is interesting to note that they return in their last moment to a more traditional reliance on writing and speech. Nevertheless, the speech in this research also present in text form. The complete lyrics of each speech and writing present on Appendix. The analyses are below:

#### 4.1.2.1 Speech

#### 4. 1. 2. 1. 1American Eagle Advertisement: TRUE YOU SIZING

1) I think, jeans should really speak to the confidence of the person that wearing them.

The text speech above is a greeting and introducing to wear jeans confidently. In the beginning of the video shows the women smile confidently wearing jeans. By this scene, the advertiser suggests the consumer to buy and to wear their product, so it can make the consumer feel good and confident as the model.

2) As I am more embracing my curves in my body, it's just...it's exciting to wear things that actually fit me.

The next speech above is the opinion from the model about their feeling while wearing jeans, even she has curve body. She said 'exciting to wear' means that she is happy wearing the jeans. In this speech, the advertiser persuade the consumer to wear jeans by them because they also provide jeans in big size. The advertiser convince the consumer, especially the consumer with big size, they do not need to worry about size because the advertiser serve jeans from small size until big size.

3) It's easy to find jeans that work, but it's not easy to find the perfect jeans.

By the speech above is represent about how the model's feel when he wear jeans, not only comfortable but he feel perfect in it. In that speech, the advertiser tries to suggest the consumer that, there are a lot of jeans by other brands, but the perfect one is their product. As well as, the advertiser wants to ensure the consumer to choose them as the consumer decision in buy jeans.

4) I like denim to feel like denim. Like, when it holds in my body and like kind of hugs me.

The last speech is stated that comfortable denim is denim that fits well to the user and makes them feel like the denim is hugging them. In that speech the model said 'Feel like hugging them', it means that jeans by the advertiser is not only jeans as pants, but also in other stuff, such as jacket. By this speech, the advertiser promotes their other jeans product that is jacket.

# 4. 1. 2. 1. 2 ASOS Advertisement: More Reason to Move | Activewear at ASOS launch video.

1) Why? Because I look this good.

The spoken text above is stated by diffable model whose stands confidently on her one foot. She tries to inspires us to more embrace ourselves confidently. Through this speech, the advertiser try to suggest the consumer by wearing ASOS activewear, they will get a spirit like the model.

2) Find yours!

The last speech is the conclusion of this commercial, that content a suggestion sentence. From the sentence above, 'Find Yours!' means find our own reason to move.

#### 4. 1. 2. 1. 3 Forever 21 Advertisement: Forever 21 Meets Megan Fox

1) Hi, I am Megan Fox. I am here with Forever 21. I am super excited to show my new collection with Frederick's of Hollywood.

The spoken text above is the beginning utterance by Megan Fox. She introduces herself and she explains that in this commercial she has a collaboration project with Forever 21 and Frederick's of Hollywood. By this spoken text the advertiser attracts the consumer that their new product is collaborated with famous brand and actress.

Based on the data, speech or spoken on five fashion online shop commercials are only appears on American Eagle, ASOS and Forever 21. In Armani Exchange and UNIQLOcommercial, there is no spoken or speech except the written text which is used by the advertiser.

### 4.1.2.2 Writing

a. American Eagle Advertisement: TRUE YOU SIZING

#### 1) #AEJEANS MADE FOR YOU

The sentence above appears in the last of the video. By using hash tag in #AEJEANS, the advertiser intended to make the consumer easy to find their product through another social media.

The following phrase 'MADE FOR YOU' is intended to make the consumer believe that the product is made special for them.

- b. ASOS Advertisement: More Reason to Move | Activewear at ASOS launch video.
  - 1) More reasons to move.

This sentence appears in the last part of the video. This sentence intends to make the consumer easy to remember about the title of the video and by that sentence, the advertiser invited us to find our reason to move and buy the comfort clothes by them.

- c. Forever 21 Advertisement: Forever 21 Meets Megan Fox
  - 1) Frederick's of Hollywood x Megan Fox

The sentence above describe that in this commercial the advertiser has collaborated with Frederick's of Hollywood and Megan Fox.

- d. Armani Exchange: Armani Exchange Connected Touchscreen Smartwatch.
  - 1) Google Assistant.
  - 2) Calendar notification.
  - 3) Heart Rate.

Sentence 1), 2) and 3) are show us about the features of the product. In sentence 1) there is a feature called as Google Assistant. Another feature is in the sentence 2) called as calendar notification and the last sentence 3) is feature to measure heart beat

50

rate called as Heart Rate. From those sentences, the advertiser give

the information to the consumer about the features in their

products.

e. UNIQLO Advertisement: Uniqlo Present Seamless Down

1) Windproof. Water repellent, lightweight. SEAMLESS DOWN.

From \$149.90.

In the sentence above, the advertiser explain the primacy of

the product. The product is windproof which means that the

product will not let the wind through. The second primacy is water

repellent, means that the product is not easily penetrated by water.

Then, seamless down is pore less material since the product is

windproof and water repellent so it is good to cover our body

during the winter. Then in the last sentence, printed the price of the

product that can make the customer to know the price of the

product easily.

To conclude the explanation above the researcher found

that almost all the advertisements used the writing to explain the

contents of the products also to promote the products by writes the

slogan in the end of advertisements.

**4.1.3 Music** 

**4.1.3.1** American Eagle Advertisement: TRUE YOU SIZING

In this commercial video the music that appears as the backsound is the modern percussion. It is related to the product that presented in the advertisement, that is jeans. The song of this video is flowing well with the movement of the scene by scene. The advertiser choose this song to make the consumer enjoy watching their commercials.

# 4.1.3.2 ASOS Advertisement: More Reason to Move | Activewear at ASOS launch video.

The song of this commercial is also only instrument from the percussion. Different with the previous video, in ASOS video the song speed from beginning until the end is increasing. This is relate with the advertisement, because it shows activewear product thus the advertiser make the consumer feeling more active and spirit after watch their advertisement.

#### 4.1.3.3 Forever 21 Advertisement: Forever 21 Meets Megan Fox

Since this video is presenting Megan Fox as their model, then the advertiser is putting the calm song in their advertisement. The place of this video is in the beach. The instrument of this video is really calm and matching with the soft and calm voice from Megan Fox while she described about the product. Through this advertisement, the advertiser want the consumer focus with the explanation from Megan Fox while listening the calm song behind it.

4.1.3.4 Armani Exchange: Armani Exchange Connected Touchscreen Smartwatch.

The music in this video is energetic instrument. From the beginning until the last part of the video, the music played is electronic dance music. This is relate with the product that presented by the advertiser, that is smartwatch. This swatch is intended for young both men and women who are have active and energetic.

The music that used by those five advertisers were in the form of instrument only. No one of them present their jingle in music. They only present the instrument to support the modes of their advertisement. the music that was used is to accompany and to make the plot of the advertisement more impressive.

## 4.1.3.5 UNIQLO Advertisement: Uniqlo Present Seamless Down

In this commercial video, the music that used by the advertiser is instrument by piano and wind voice. The voice of wind in this video is intended to represent the weather on the video that is winter. The advertiser want to awaken the consumer attention about their product that suitable for the winter.

#### **4.2 Persuasive Strategies**

- **4.2.1** *Ethos*: an appeal to credibility or character.
  - a. Forever 21 Advertisement: Forever 21 Meets Megan Fox



(Picture 1)

In Picture 1, the presenter of this advertisement is Megan Fox. The advertiser uses Fox as the presenter to give information about her and Forever 21 project because of her personal character. As we know that Fox is the one of the famous actress and model who has a lot of fans. In this video, Fox is also able to use advertising language in persuade consumer. She attracts the consumers' attention and makes them feel that they need to but this product. She also gives some evidences to strengthen her statement by telling her personal experience. 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.

b. Armani Exchange: Armani Exchange Connected Touchscreen Smartwatch.



(Picture 2)

The second personal character of this research can be seen from the picture above in Picture 2. Lucky Blue Smith as a famous model who has a good self, good appearance, confidence, and also has a great ability to attract the consumer. In this video, Smith shows about the tutorial of using some good features by ASOS smartwatch. In this video, Smith is not says anything to persuade the consumer, but by his body move and his expression indirectly persuade us to buy the product.

- 4.2.2 *Logos*: an appeal to logic or reason.
  - a. American Eagle Advertisement: TRUE YOU SIZING



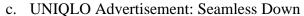
(Picture 3)

This advertiser shows us the evidence in wearing jeans. It convinces us to wear jeans whatever our body shape, jeans is perfect wear. By looking at the picture 3, there are four women with different body shape, but their body language represent us how enjoy they are in wearing their jeans.

b. Armani Exchange: Armani Exchange Connected Touchscreen



In this advertisement, the advertiser clearly told us about the evidence of the product. In that product there are some features. Not only mentioned about the features, but also the advertiser delivered it by showing some example such as in how the google assistant work. Smith, as the model, practiced it in the video.





(Picture 5)

In UNIQLO advertisement, the evidence is explicit well through the scene when it zooms out to the coat. It seems like the particles of the snow can not penetrated into the coat. As the advertiser stated in the last video, this coat is wind and water proof. Thus, both wind and water can not easily let go on and the consumer will covered well in the winter.

# 4.2.3 Pathos: an appeal to emotion.

a. ASOS Advertisement: More Reason to Move | Activewear at ASOS launch video.



(Picture 6)

In picture 6, there is one of the models in the video to inspire the consumer. The advertisement uses these pictures to make the costumers think that imperfect women can stand confidently because of wearing this product. Thus, the customers will need to buy this product to improve their confidence as their model. 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.

#### b. UNIQLO Advertisement: Seamless Down



(Picture 7)

Another commercial that appeal emotion is from UNIQLO. This video is intended for winter season. During the winter season the advertiser tries to suggest consumer to enjoy it with your partner. By that video, there is happy couple that meets in the middle of the video and then they walk around the town with couple coat. Both coats are by UNIQLO. The advertiser deliver the meaning of this video through that short drama.

Based on the explanation above, the strategies that mostly used by five fashion online shop is appeal to evidence or showing

the evidence. Showing evidence is the best strategy that is applied in fashion online shop. There are three shops that applied this strategy American Eagle, Armani Exchange and UNIQLO. They used to show the evidence to the consumer purposely to proof their product is worth to buy and best than the other.

#### 4.3 Gender Responsiveness in Persuasive Strategies by Aristotle

To answer research question in number three, the writer elaborates the gender responsiveness by the advertiser in persuasive strategy based on previous step. There are three types of persuasive strategy by Aristotle, personal character, showing evidence and appeal to emotion. Based on the previous findings, there are two advertisers which are using the strategy with performing personal character, they are Forever 21 and Armani Exchange. In the second types of persuasive strategy, showing evidence, the writer found three advertisers which are using this appeal. They are American Eagle, Armani Exchange and UNIQLO. Then the last strategy is appeal to emotion, the writer found that ASOS and UNIQLO are using this strategy in their commercial advertisement.

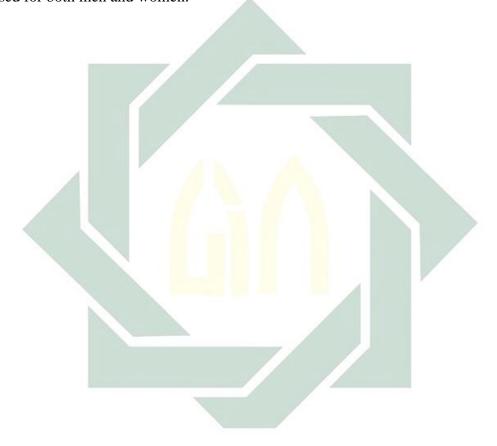
The first type of persuasive strategy by Aristotle is personal character. In this strategy the writer found two advertisers which are promoting their product with performing an idol. Such as in Forever 21, by starring Megan Fox as the model of the video and also collaborated with her, Forever 21 intends to introduce their new project, that is in lingerie wear. As we know, Megan Fox is a well known as a sexy model and actress. Thus, by collaborating with Megan Fox, the

writer wants to ensure the consumer to buy their product and to make them look as pretty as Fox. From this advertisement, the writer believes that this commercial intended for women. Because as stated in Megan Fox explanation "...because women don't want to... you know by specialty", she mention the word 'women'. Thus, this is clear that in this video Fox is persuading the product to the women only. The next video is from Armani Exchange. Even though this advertisement starring the famous male model, Lucky Blue Smith, the writer can not say that this advertisement is only for men. The writer can not found any specialty that the product is only wear by men. the product can be wear by both men and women. Thus, based on the data above, this strategy is intended for women.

The second type of persuasion by Aristotle is showing evidence. This type is used to convince the consumer through some proofs. In American Eagle's video, the message from the advertiser is their products are suitable for men and women. Both men and women deserve comfort wear. The following commercial is Armani Exchange. This is the same with previous advertiser. In their video, the advertiser try to deliver information about the detail of their product. Then the last advertiser in using this type of persuasion is UNIQLO. This advertiser ensured their consumer through some evidence in their video. All of the three videos are intended for both men and women. It can be seen by their commercial, both men and women are able to wear their products.

The last type of Aristotle persuasive strategies is appeal to emotion. In this type, the advertiser wants to get the consumer attention from their video. The first is ASOS, in this video the advertiser performs a diffable athlete to inspire the

consumer to be more confident as the model. Different with ASOS, UNIQLO tries to get consumer attention by showing a short drama between a women and men. Both advertisements are indented for men and men. There are no specialties in this video. Thus the writer can conclude that in this type of persuasive strategies used for both men and women.



#### **CHAPTER V**

#### CONCLUSION AND SUGGESTION

This chapter is the final section of this research. It provides a brief explanation about the results of this present work and suggestion for future researcher to explore this related study.

#### 5.1. Conclusion

This thesis analyzes the gender responsiveness of persuasive strategies used in fashion online shop advertisement, they are American Eagle, ASOS, Forever 21, UNIQLO and Armani Exchange. According to the data finding and discussion in chapter four, those five online shops are used persuasive strategies to persuade consumer to buy their product. Most of advertisers persuade the consumer in many ways, such as showing drama, daily activity and personal experience.

Based on the finding, the researcher uses two theories to reveal the answers of the research problems. To analyze modes of advertisement the researcher uses the theory from Guy Cook and to analyze persuasive strategies the researcher uses the theory form Aristotle. According to Cook, there are three modes of advertisement, namely picture, music, speech and writing. The researcher finds all of the advertisers are using picture, music and written text in their advertisement. Then, the researcher finds only three advertisers that using speech, American Eagle, Forever 21 and ASOS.

Secondly, other strategies that is used to attract the consumer also depends on the intended meaning of persuasion modes such as personal character, present some story to control emotion and showing the evidence. The strategies that mostly used are showing the evidence as well as this strategy is useful to proof their product is worth to buy.

Then, after find the strategies used by advertisements based on Aristotle, the researcher finds most of the gender targets by the advertisers are both men and women. They serve unisex clothes, so that it wearable for all genders.

#### 5.2. Suggestion

This chapter presents the suggestions which may be considered for the future researcher on persuasive strategy. The researcher suggests to the next researcher have research such this topic in other and more aspects of persuasive strategy. Then, the future researcher is able to use the other theories to see in what ways advertiser persuade the consumer. Finally, the searcher hope this researcher can give a beneficial contribution to the next researcher who will conduct the same topic as this research.

#### REFERENCES

- Anusha, G. 1961. Effectiveness of Online Advertising. Malankara Catholic College, Mariagiri, India.
- Aristotle. 1954. Rhetoric and poetics. New York: Random House Inc.
- Bheda, N. D. 2003. 'Developing a theoretical framework of responsiveness in educational institutions and non-profit organizations. University of Oregon
- Bogdan.R.C and Biklen S.K.B. 1998. Qualitative Research for Education to theory and mehods. Allyin and Bacon Inc. Bacon.
- Brown, G and Yule, G. 1983. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Cahyani, L. D. 2014. 'A Discourse Analysis on persuasion tehnique used inSmartfren advertisement'. State Islamic University of SunanAmpel Surabaya.
- Cook, G.1992. The Discourse Of Advertisement. London: Rouledge.
- Doherty, N.F. (1999). "Cyber retailing in the UK: the potential of the Internet as a retail channel". International Journal of Retail & Distribution Management. 27 (1): 22–36
- Huisinga, N. R. 2001. Indigenous Agricultural Knowledge and Gender Issues in Third Wrld Agricultural Development. United Nations.
- Keraf, G. 2001. ArgumentasidanNarasi. Jakarta: Gramedia.
- Keraf, G. 2009. Diksidan Gaya Bahasa. Jakarta: Gramedia.
- Kim, S., and Eastin, M. S. 2011. Hedonic Tendencies and the Online Consumer: An Invertigation of the olineshopping process. Journal of Internet Commerce.
- King, D. H. 2002. Assessing women's group consciousness. Canada
- Kinneavy, J. L. 1971. *A Theory of Discourse: The Aims of Discourse*. New York: W. Norton Company.
- Lapanska, J. (2006). Language of advertising with the concentration on the linguistic means and analysis of advertising slogans. Bratislava.

- Mukarromah, N. 2016. Persuasive Strategies Used in Slogan of IPhone Advertisements. Maulana Malik Ibrahim Malang State Islamic University.
- Oyibo, K., et al. 2017. The Influence of Age and Gender on Social Influencein Persuasive Technology. University of Saskatchewan.
- Richa, A., Keerthi, R. (2012). Customer involvement and behavioral manifestations in dissatisfying consumption situations. Paper presented at the The Biennial Meeting, La Verne, California. Rita Orji, Regan L. Mandryk, Julita Vassileva in 2015
- Rizka, E. M. A. 2016. Persuasive Techniques used in Nike Advertisement. State Islamic of Maulana Malik Ibrahim Malang.
- Slavin, R.E. 1992. Research methods in education; 2nd edition. Heedham Heights: Allyn & Bacon.
- Wijayanti, N. 2017. Persuasion Technique Used on The Winner Indonesian Bright Awards Advertisements 2016. State Islamic University of SunanAmpel Surabaya.
- Zorzini, C. 2015. Infographic: An Analysis of Online Shopping Habits of Men & Women from https://ecommerce-platforms.com/ecommerce-news/infographic-online-shopping-habits-men-vs-women retrieved in May, 1 2018
- http://marketbusinessnews.com/financial-glossary/online-shopping-definition-meaning 5 Maret 2017.
- https://www.bloomberg.com/news/articles/2017-05-08/garena-rebrands-assea-after-raising-550-million-in-new-funding May, 28 2018

https://www.finder.com/online-shopping October, 09 2018

https://www.youtube.com/user/americaneagle

https://www.youtube.com/user/armaniexchange

https://www.youtube.com/user/ASOSfashion

https://www.youtube.com/user/Forever21Inc

https://www.youtube.com/user/UNIQLOUSA