

**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**



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**2019**

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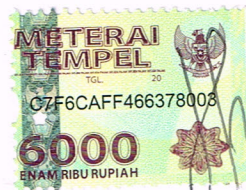
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Declares that the thesis under the title Gender Responsiveness of Persuasive Strategies Used in Fashion Online Shop Advertisement is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Sarjana degree 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.

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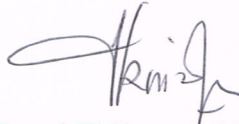
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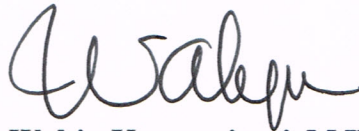
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In commercial field, the ability to persuade someone is important. Through persuasion process, we can easily influence or persuade someone to buy or use our service or product. In persuasion someone in order to convince them, the speaker need to learn 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.

























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



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.



### **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 form 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



















































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 thought, 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:













In this commercial video the music that appears as the background 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.















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











