CHAPTER I

INTRODUCTION

In this chapter, the writer is going to present the background of the study, statement of the problem, objective of the study, scope and limitation, significance of the study and definition of key terms.

1.1 Background of the Study

In our real life, people need to communicate with others. They not only express their feeling and argument but also influence the other people. Influence can be related to persuasion where the people influence the mind to change attitude, beliefs, opinion or behaviour. In everyday life, persuasive communication is often found in advertisement, speeches, and appeals. For example, when the children persuade their parents to give money, when the sellers persuade the buyers to buy their product. Braj Mohan (2013) said that Language is not an innocent and objective tool for communicating meaning. Language is also used for persuading, dissuading, manipulating others, and forming various ideologies of power and politics.

In persuasive communication, it has a positive effect for communicant because of its skill which can change attitude and opinion without coercion. The characteristic of persuasive communication is characterized by element of persuade, influence and convince (Ilyas, 2011). Ilyas (2011) also said that in

Islamic perspective, it can be categorized as Islamic Da'wah. Da'wah is a duty of every Muslim in the world. This obligation is as contained in An-Nahl 125:

Invite (all) to the Way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious: For thy Lord knoweth best, who have strayed from His path, and who receive guidance. (Al-Jamil:281)

From this verse, it is known that a communicant is required to know and understand the people who want to communicate from various aspects, including social status, educational background, economic and culture. In addition, communicant is required to understand people's experiences. Those are the aspects that must be aware when someone do the persuasive communication.

Persuasion is also called as rhetoric. Cockcroft (1992:3) stated that rhetoric could be very broadly defined as the art of discourse. While, Perloff (2010:12) define persuasion as a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of message in an atmosphere of free choice. From two definitions above, persuasion is called as the part of communication where the purpose of persuasion is to influence other people to believe or to do something.

The focus in persuasion is the impact of the medium transmitting of the message (Larson, 1986:17). The persuader should focus on the massage that will be sent to the receiver. The messages especially in advertisement are designed to

induce and lure consumers to buy particular products or services. Larson (1986:18) also said that one's reaction to persuasive advertising however, depends in part on the message and to a considerable extent, on the way in which one perceives or interprets advertising messages. Perloff (2010:12) said that persuasion also involves the use of symbol, with message transmitted primarily through language with its rich, cultural meaning. It means that symbol of the word in persuasion is important to influence people's mind. The goals of some advertisement messages are to persuade the audience to believe or to do something. So, the symbol it self is persuader's tool.

In the other side, the persuader also uses the technique to reach some goals in persuasion. Kenechukwu S. A et al (2013) said that persuasive techniques are designed to grab the consumer's attention and interest to establish credibility and trust, to stimulate desire for the product and to motivate the consumer to act positively. In this research, the writer uses the theory from Larson (1986). The techniques are intensification and downplaying. Intensification means intensify one's own strong or good point and intensify the weak or bad point of competitor. This technique is divided into three techniques. They are repetition, association and composition. While downplaying means downplay their own bad point at the same time downplay competitor's good point. This technique is divided into three techniques. They are omission, diversion, and confusion.

Persuasion is also presented in advertisement. It involves of TV, radio, magazine, and newspaper. Advertising is a form of mass informational communication intended to persuade consumers so as to maximize the results of

marketing (Lee, 2010). While Van Heerden (2003: 31) in R. Oberholzer et al. said that Advertising is generally referred to as any form of mass communication about a product or service paid for by an identified sponsor. It can include printing, broadcasting, packaging, brochures, posters, billboards, booklets and logos, to name a few. Advertisement also present in a magazine. Moreover, Kenneth and Donald (2010:170) said that modern advertising began in the press, and there is still more money spent in press media worldwide, than on TV. They also said that magazines are the richest and most diverse advertising media. In a fact, some people who read a magazine also pay attention to the advertisement related to their need and wants.

There are some researchers who have researched the using of persuasive technique. International Journal of Research (IJR) (2013) conduct research about the using of persuasive strategies in Religious Oratory. It identified the persuasive strategies that is used by religious orators use to persuade their audience and win huge following. The power of these orators are not only in forging acceptable religious ideologies but also in the using of paralinguistic strategies such as pitch, pause, and pace in their oratory. In Korean Journal of Communication Studies (2010) conduct research about persuasion strategies used in Korean print media advertising for children. This study is designed to decode the persuasion strategies in the advertisement for children. It classified advertising signs and sign systems in relation to the way they are transmitted and communicated.

These evidences attract the writer to conduct this research focus on Persuasive Techniques which is used in advertisement of Colours magazine. The writer wants to know the persuasive technique in this magazine. The writer also interests to discuss and analyze Colours magazine because this magazine reflect the richness and diversity of Indonesia extraordinary, ranging from natural resources, arts, culture, and Indonesian people. The writer rightfully prouds with this magazine, because it promotes product, service or idea of Indonesia. Although some of the products are also from other countries. Therefore, the writer feels that it is important to analyze this magazine. In addition, there is not another researcher who conduct research on Colours Magazine before.

This study is focused only in advertisement of Colours magazine in October 2014 edition. Colours is magazine of Garuda Indonesia. Firstly, this magazine called Garuda Indonesia, but in 2013 the name was changed into Colours. This study is done in order to find the kind of Persuasive techniques used in Colours magazine. In the other hand, this study also intends to know the function of each persuasive techniques used by that magazine. So, this study discusses the kind and function of persuasive techniques that is used in advertisement of Colours magazine.

1.2 Statement of the Problem

This study attempts to find out the persuasive techniques in Colours magazine. The problems of this study are stated as below:

1.2.1 What are persuasive techniques used in advertisement of Colours magazine?

1.2.2 What is the function of each persuasive techniques used in advertisement of Colours magazine?

1.3 Objective of the Study

Based on the research problem above, the purpose of the study are as follows:

- 1.3.1 To identify the persuasive tehniques used in advertisement of Colours magazine
- 1.3.2 To describe the function of each persuasive techniques used in advertisement of Colours magazine.

1.4 Scope and Limitation

This study is conducted in Discourse Analysis study. It focuses on persuasive techniques. This research is limited on analyzing the advertisements of Colours magazine in October 2014 edition. This research uses the theory of persuasive techniques by Charles U. Larson's.

1.5 Significance of the Study

The study of "Persuasive Technique Used in Colours Magazine" is expected to develop the study of Discourse analysis, especially in study of persuasive technique. In the other hand, this study is expected for the students of English Department and the reader to improve the knowladge about persuasive technique in their daily life. By reading this study, they can get

better understanding about the way to influence other people by adopting the speaker's idea. The result of this study are expected for the next researcher to give suggestion of better persuasive strategies in the magazine. Then, it will help the advertiser to apply this strategies in this research to attract the reader.

1.6 Definition of Key Terms

Persuasive technique: technique or tactic that is used to influence people's mind, attitude, or behaviour. In this study, the writer uses persuasion technique in advertisement of Colours magazine that persuade the consumer to use the product and service.

Advertisement: a media to promote the product, service and idea in order to get attention from the reader. In this study, it refers to advertisement of Colours magazine.

Colours Magazine: magazine of Garuda Indonesia which is published by PT Visindo Agensi Tama or Agency Fish. Colours magazine reflect the richness and diversity of Indonesia extraordinary, ranging from natural resources, arts, culture, and people of Indonesia.