



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.

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

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

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.

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 techniques 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.