



3. *Literary discourse*. It is a type of discourse in which the text or the product or the work itself focuses on the process as worthy of being appreciated in its own right. For example, short story, lyric, folk song, drama, movies, etc.

From the explanation above, it can be concluded that Discourse Analysis is concerned with the language which is used for communication and how the receiver understand about the message. In the other side, it is known that advertisement in magazine is an example of persuasive discourse where the language is used to influence and change attitude, beliefs and opinion. This research discusses about advertisement of Colours magazine.

process of persuasion gets attention from the receiver. It means that the persuasion is the speaker try to influence the receiver or the reader to do the speaker without violence and Coercion. According Aristotle persuasion is based on a source's credibility (ethos), emotional appeals (pathos) or logical appeals (logos) or combination of them (Larson, 2004:11). The formal study of persuasion is called rhetoric . It is defined as arts of discourse or more precisely the art of persuasive discourse (Cockcroft, 1992: 3).

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There are four elements in the persuasive process based on Larson (2004:16). They are:

b. A message which is meant to convey the source's meaning through any of the codes. In the message includes of the evidence, style and appeal to influence the receiver. Message has three key factors, they are message structure, message content and message language (Perloff, 210:185)

d. A receiver or persuade who decodes the message, trying to sift out channel noise and adding his or her own interpretation (2004:16). Therefore, the presenters or persuaders of advertisement have to understand their audiences' or viewers' background of knowledge.

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Beside that, the aim of persuasion in advertisement is to convince the consumers to use or buy the product. Therefore, technique of persuasion is very important in order to make the ad accepted and the product sold well. Hovland as quoted by Nurul (1983:30) argues that a major effect of persuasive communication lies in stimulating the individual to think both of his initial opinion and of the new opinion recommended in the communication. So, in order to achieve the best result the speaker needs some techniques.

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### 2.2.1.1 Intensification

This technique has two sub strategies. Those are intensifying their own good points and intensifyig the weak point of the opposition. All persuader want to look good in the eyes of the audiences. In this strategy, the persuader intensifies the own good point, for example “he is always been a willing and honest servant for good causes” and others intensify the bad point of other people, for example “He is got shifty eyes, I wouldn’t trust him” (Larson, 2004:20). It means that this strategy compare with the own idea and other people idea. In advertisement, it is used to claim the advantages of the product or service. This technique is divided into three techniques. They are repetition, association and composition.

### 2.2.1.1.1 Repetition

One way to intensify good or bad point about a product, person or candidate is by repeating them over and over. It occurs in a slogan, jingles, and logotype. For example, in product of energizer battery “just keeps going and going”. It presents in TV spot or in magazine advertisement or on the packaging for the batteries. Another example is from the advertisement of the seal hunt. “if you made a pledge today, and you have it in your hands to save the baby seals today. This repetition intensifies the IFAW’s good aims and emphasizes that the ultimate success depends on each individual reader making an effort to end the slaughter of the seals. Therefore, repetition is

Another technique for intensification is association. Larson (2004:21) said that this strategy relies on a three part process. First, a cause, product, or candidate is linked. Second, to something already liked or disliked third by audience. Then, the cause, product or candidate is identified with the thing liked or disliked. In this technique, persuader use careful audience analysis to identify the fear, want and biase of the target audience. For example is in shoe advertisement. The persuader associates with well-known professional athlete who uses them. It might also associate the shoe with everyday people who are athlete. It proves that the product associate with the condition of the audience or the receiver.

The third technique of intensification is composition. It means emphasizing one's own good characteristic or the other people's bad characteristic by changing the physical makeup of the message (Larson, 2004:21). Larson (2004:21) said that this change comes across through the use of nonverbal or visual means and take several forms. For example, the make up of the printed word can be changed as in changing "U.S.A" to

In this technique, the persuaders want to downplay their own bad point at the same time downplay competitor good point. It is the opposite of the first technique. For example, Ford and General Motors firstly downplay a number of Chrysler specially, Chrysler invented factory, rebate 7/70.000 warranties, the manivan front wheel drive although both Ford and GM tried to match Chrysler's effort, firstly downplaying the opposite but after that left the two latecomers with a "mee too" image to be downplayed (Larson, 2004:22). This technique is divided into three categories. They are omission, diversion and confusion.

With omission, persuader simply leaves out critical information to avoid highlighting the own shortcoming (Larson, 2004:22). However, this technique tries to omit telling consumers about their own bad thing and the other's good point. The purpose of this technique is to omit the bad point of the message in order to influence the receiver. For example is in Claussen pickle company intensified its own good points when it advertised that its pickles are refrigerated rather than cooked and are therefore much crisper than Vlasic pickles, its major competition. They did this in TV

advertisement that showed two pickle, one a Vlasic and the other a Claussen. The “snap!” of the Claussen pickle and the burst of juice from it really intensified Claussen’s good points. However, Claussen omitted telling consumers that, in order to extend the shelf life of the pickles, they contain more sodium than Vlasic pickles (their own bad point) and that refrigeration is not necessary for Vlasic pickles (the other’s good point) (Larson, 2004:23).

#### 2.2.1.2.2 Diversion

This technique consists of shifting attention away from another's good point or one's own bad point. The basic purpose is to provide a substitute issue. In this case persuader also uses humor to divert attention. The key of the using humor is to make a point that no one is perfect. Besides, it also use highly emotional appeal sometimes called the ad hominem argument. For example Ford motor Company's use of emotional appeals to divert attention away from its own shortcoming in the design of the Explorer. "The vehicle had a dangerous tendency to roll over, and a number of death or injuries resulted" (Larson, 2004:23).

### 2.2.1.2.3 Confusion

The last technique in downplaying is making confusion in the audience's mind. It uses the highly technical terminology or jargon that the receiver does not understand and creates confusion. Larson (2004:24) said

that another device for downplaying one's own weaknesses or the competition's strengths through confusion is the use of faulty logic. For example "She's Beautiful! She's engaged! She Use Earth Balsam Hand Creme!" the supposed logical progression is that because "she" use the hand cream, she is beautiful and because she is beautiful, she met and won the man of her dream Larson (2004:23). Therefore, this technique make the audience feel confuse. This technique is purposed to downplay the own bad point by using confusion.

### 2.2.2 Word Choice

In addition Larson (2004:297) also said that word choice is important to persuade and influence the reader. The persuader uses the variety of word to make them livelier, flashier, sexier or more dramatic. To choose the word, the persuader may use figures of speech, vivid language, concise language and parallel structure.

First is the using of figures of speech. It can use imagery. By using imagery, it can enhance the words style. Larson (2004:297) said that Imagery is the painting of picture in the reader's mind through the use of language. Images take a variety of form. It can use a comparison between one thing and another. These types include metaphors and similes. It helps the audience visualize a point. They can ties the information to the metaphorical structure and remember the information better. The other type of imagery is creating sound picture. It includes Alliteration. It is the

repetition of consonants sounds while assonance is the repetition of vowel sounds. It can make the receiver remember about the information.

Second is the using of vivid language. Larson (2004, 297) said that vivid language helps make a persuasive presentation memorable and effective. Therefore, the advertiser should look at the language that will be used. Third is Concise Language. In persuasion almost the language is concise. Larson (2004:298) said that be as economical with your words as possible. The persuader can state the point in a short introductory declaration on it later if necessary. If the persuaders say everything in the opening sentence, it can make the audience confuse.

Forth is the using of Parallel Structure. Larson (2004,298) said that parallel structure involves using similar or even identical wordings or sentence structure. For example, from baseball to boy scouts: from keeping veterans hospitals open to keeping kids off drugs. It uses the parallel structure from.....to.

## 2.3 Advertisement

The word ‘advertisement’ is the Latin verb ‘advertere’, meaning ‘to turn towards’. While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them (Goddard,1998:6). For example, road signs such as the ‘speed limit’. It tries to get our attention as an essential part of their function, but the reader do not perceive as advertising anything. In addition, advertising is not just about the commercial promotion of branded

In addition, Liliwali (1992: 13) in Nurul states that the message of the advertisement must be informative, educative, and persuasive. Informative means that advertisement tells the consumers about the advantages of the product and the qualities of the product. Educational means the advertisement is to increase the knowledge of the consumers. The last is persuasive, it means that the advertisement can persuade the consumers through their emotion and mind to follow what the advertisers say, want, and buy the products.

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The writer found some previous study to help her in this study. It helps in the understanding of the theory, method of the study and finding of the reeseach.

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Second, the research is from Melky Alexander (2012). The title is “Persuasive Strategies used by James farmer JR. And Samantha Boone in the Great Debaters Film”. In his research, Melky used the Great Debaters Film as his object. He used qualitative methos supported by quantitative data because the key instrument was the writer himself and help him to the find the answer of the complex problem. In his reserch, he focused the differences of persuasive technique used by James farmer JR. And Samantha Boone in the Great Debaters Film. He found that James farmer JR used both of the persuasive strategies equally while Samantha Boone tend to use logig and evidences. He found that this phenomenon is interesting because it is related to the gendered speech theory from Wood (2009). By reading this study, the writer gets more understanding about how to analyze the data. Moreover, the writer also gets more undrestanding about persuasive strategy.

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audiences. These techniques are rationalization, identification, suggestion, conformity, compensation, and displacement. By reading this study, the writer gets more understanding about the theory of discourse analysis and persuasion.

Those research above are different with the writer's research. They used different object, focus, method and theory. Windy's study used Jokowi's speech as her object and it focused in persuasive technique and its speech function. She used qualitative method and used the theory from Beebe & Beebe. Melky's study used Great Debaters Film as his object that focused on differences of persuasive technique used by James farmer JR. And Samantha Booke in the Great Debaters Film. He used qualitative and quantitative method and used theory from Wood. Nurul's study used DRTV advertisement and focus on the using and the kind of persuasive technique. She used descriptive qualitative method and used theory from Keraf. While the writer's reaserch uses advertisement of Colours magazine as her object and focuses on persuasive technique and its function.

From those thesis, the writer gets inspiration from Nurul's study because the writer uses the same method. She uses descriptive qualitative method for her research. Therefore, the writer wants to analyze persuasive technique used in Colours magazine and each function by using descriptive qualitative method and answer the research problem based on the theory from Larson (2004).