

PERSUASIVE TECHNIQUES USED IN ADVERTISEMENT OF "COLOURS" MAGAZINE

THESIS



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DECLARATION

Hereby the writer declares a graduating paper entitled *Persuasive Technique used in Colours Magazine* is truly my original work. It is not written or has been published by other people. The things related to other people work are written in quotation and included in references.

Surabaya, 5th June 2015

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ADVISOR'S APPROVAL

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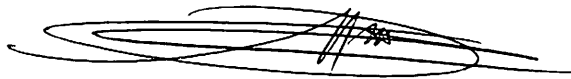
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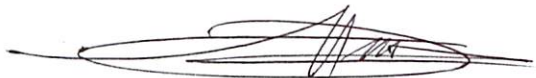
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ABSTRACT

Ulumiyah, Umi Lailatul. 2015. *Persuasive Technique Used in Colours Magazine*. Thesis. English Department, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel Surabaya. Advisor: Dr. Mohammad Kurjum, M.Ag.

Key words: persuasion, persuasive techniques, magazine advertisement

This study is conducted to analyze persuasive technique that is used in Colours magazine. There are two research problems in this study. Firstly, what are persuasive techniques used in advertisement of Colours magazine. Secondly, what is the function of each persuasive techniques used in advertisement of Colours magazine.

In this study the writer uses the theory from Larson (2004). Larson (2004) states that there are two techniques in persuasion. They are intensification and downplaying. Intensification is divided into three techniques. They are repetition, association and composition. Downplaying is divided into three techniques. They are omission, diversion, and confusion. The writer uses descriptive qualitative method in her research. In this study, the writer also want to get detailed understanding about the using of persuasive techniques based on the type of those techniques that is used in advertisement of Colours magazine and the describing of those functions.

The writer also found that Colours magazine advertisement uses five techniques of persuasion. To intensify their own good points and the weak point of the opposition, it used the techniques of repetition, association and composition. While to downplay their own bad or weak point and the good point of the opposition, it used the techniques of omission and diversion. Besides, omission is technique that most commonly used and confusion is not found. The writer also found the function of each persuasive technique. Repetition is used to emphasize the message. Association is used to associate with the things that the reader like. Composition is used to change the physical appearance of the message. Omission is used to eliminate their own bad point and the good point of the opposition and diversion is used to shift attention away from another's good point or one's own bad point.

INTISARI

Ulumiyah, Umi Lailatul. 2015. *Persuasive Technique Used in Colours Magazine*. Thesis. English Department, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel Surabaya. Advisor: Dr. Mohammad Kurjum, M.Ag.

Kata Kunci: persuasif, teknik persuasif, iklan majalah

Skripsi ini membahas tentang fenomena teknik persuasif yang digunakan pada majalah Colours. Pembahasan ini dibagi menjadi dua rumusan masalah. Pertama, jenis teknik persuasif yang digunakan pada iklan di majalah Colours. Kedua, fungsi pada setiap teknik yang digunakan pada iklan di majalah Colours.

Dalam pembahasan ini penulis menggunakan teori dari Larson (2004). Larson (2004) mengungkapkan bahwa teknik persuasif dibagi menjadi dua, yaitu intensification dan downplaying. Teknik Intensification dibagi menjadi tiga kategori, yaitu repetition, association and composition. Sedangkan teknik downplaying dibagi menjadi tiga kategori, yaitu omission, diversion, and confusion. Penulis menggunakan metode descriptive qualitative pada penelitian ini. Penulis juga ingin mendapatkan pemahaman yang lebih mendalam tentang tipe dari teknik persuasif beserta fungsinya yang terdapat pada majalah Colours.

Penulis juga menemukan bahwa majalah Colours menggunakan lima teknik untuk menarik pembaca. Untuk menguatkan keunggulan dari produk dan melemahkan produk dari lawannya, pengiklan menggunakan teknik repetition, association dan composition. Sedangkan untuk merendahkan keburukan serta kebaikan dari lawannya, pengiklan menggunakan teknik omission dan diversion. Teknik yang sering digunakan pada iklan di majalah Colours yaitu teknik Omission dan teknik yang tidak ditemukan adalah teknik confusion. Penulis juga menemukan fungsi dari setiap teknik. Repetition digunakan untuk menekankan pesan pada iklan. Association digunakan untuk menghubungkan iklan dengan sesuatu yang pembaca sukai. Composition digunakan untuk merubah bentuk fisik dari sebuah iklan. Omission digunakan untuk menghilangkan keburukan miliknya serta keunggulan lawannya sedangkan diversion digunakan untuk mengalihkan perhatian dari keunggulan lawannya atau keburukannya.

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:

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ
هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

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 message 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. Kenekukwu 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 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 knowledge 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.

CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains some theories that give relevant to her study. It includes discourse analysis, persuasion, technique of persuasion, advertisement and previous study.

2.1 Discourse Analysis

Brown and Yule, (1983: 1) stated that Discourse Analysis is committed to an investigation of what and how the language is used for. It means that study of discourse analysis concern with text and conversation, *written or spoken text*. Based on Brown and Yule's opinion, discourse analysis is fundamentally concerned with the general principles of interpretation by the people to make sense of what they hear and read. Then, discourse also has relation to the context.

Context is a world filled with people producing utterances who have social, cultural, and personal identities, knowledge, beliefs, goals, and wants, and who interact with one another in various socially and culturally defines situation. Paltridge (2006:3) argued that discourse analysis considers the relationship between language and context in which it is used and concerned with the description and analysis both spoken and written.

In addition, Kinneavy as quoted in Nurul (2010) explains groups of discourse into four main types, namely:

1. *Expressive discourse*. It is a type of discourse in which language is used as a simple vehicle of expression of some aspects of personality. For example, individual conversation, journals, diaries, etc.

2. *Referential discourse*. This is a type of discourse in which the use of language stresses on the ability of language to show or reproduce reality, in a manner of speaking.

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.

4. *Persuasive discourse*. This type of discourse is focused primarily on the decoder that is the other person involved in the process/ the receiver of the message. In this type, what essential is the encoder, reality, and language itself all become instrument of the achievement of some practical effects in the decoder. For example, advertising, political speeches, religious sermons, legal oratory, 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.

2.2 Persuasion

Language is also used to influence other people to believe or to do something. It is called persuasion. Larson (2004:11) said that persuasion is a process that changes attitude, beliefs, opinion, or behaviour. In that definition the process of persuasion gets attention from the receiver. It means that the purpose of persuasion is the speaker try to influence the receiver or the reader to do the idea's speaker without violence and Coercion. According Aristotle persuasion can be 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 as the art of persuasive discourse (Cockcroft, 1992: 3).

Persuasive communication have been used by some people to implement change. Such as sosial activist have used persuasion to change attitude toward minorities and women. Health communicator have launched conless campaign to change people thinking about cigarettes, alcohol, drugs, unsafe sex. Persuasion bring a positive side for other field, especially for advertising in magazine. The writer send the massage to the reader. The effort is for promoting some products or services.

Larson (2004: 14) said that The focus of persuasion is not only on the sender, the message, or the receiver, but all of them are equally focused on. All of them have to make cooperative in making a persuasive process. So, it can be said that persuasion is a result of the combined efforts of source and receiver. From that explanations above, it can be concluded that persuasion is an effort to

persuade people by using the data or evidences and understand the psychological fact from receiver.

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

a. A source or a persuader that is the encoder of the message. The code can be verbal, nonverbal, visual or musical. A persuader must be able to be expressed in two ways, source credibility or believability and the source's attractiveness to the receiver (2004:16).

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)

c. A channel which carries the message and might have distracting noise. Such as magazine, newspaper, radio, television, etc (2004:16). Channel is considered to be important since it can make the advertiser easy to achieve the target of the message. In persuasive communication, almost people will use different channel because of their various background.

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.

2.2.1 Techniques of Persuasion

Technique of persuasion becomes the main point before analyzing the data. Therefore, technique of persuasion is very important in order to make the advertisement accepted and the product sold well. Larson (2004: 20) said that persuasive strategy is the overall step by step program for reaching some goal. Technique relies on tactics which are the specific kinds of arguments or points the persuader tries to make. For example, if a candidate want to persuade voters to support her goal, she tries to make them feel good about her candidacy (her strategy of intensifying her own good) on the technique of persuasion.

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.

The writer uses the theory from Larson (2004) who divided the techniques into two categories. First, is intensify their own good points and the weak point of the opposition. Second is downplay their own bad or weak point and the good point of the opposition. The persuader can use repetition, association and composition to intensify their own good point or the bad point of the opposition, or they can use omission, diversion and confusion to downplay their own bad point or the good point of the opposition.

2.2.1.1 Intensification

This technique has two sub strategies. Those are intensifying their own good points and intensifying 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

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purposed to make a cognitive sense and also emphasize the message which convey by the persuader (Larson, 2004:21).

2.2.1.1.2 Association

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. Than, 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.

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2.2.1.1.3 Composition

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

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“U\$.A” OR “America” to “AmeriKa”. This technique also allows persuader to compare and emphasize that the own product is different with others.

2.2.1.2 Downplaying

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.

2.2.1.2.1 Omission

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 pickles, 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 using humor is to make a point that no one is perfect. Besides, it also uses 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 deaths 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 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

products, but it can also include the idea of texts whose intention is to enhance the image of an individual, group or organisation. Advertisement involve mass media such as TV, radio, magazine, and newspaper that can transmit a message to the receiver.

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.

In modern advertising, it began in a press than on TV. One of the press is magazine. Magazine is the richest and most diverse advertising media. Roderick . said (2000:253) one major advantage of magazine is the high level of market segmentation available. It means the magazine is available in a certain market segments. People who read a magazine pay attention to the advertisement relected to their need and wants. Often, people read magazine for a longer period of time because they read in a waiting situation such as in doctor's office. In addition, magazine advertisement last beyond the current issue, week and even mounths later, the people can look at the magazine. Magazine advertisement can provide telephone memberrrs and web addresses. So that the reader who interestedcan obtain more informations.

From that explanation, it can be concluded that advertisement is text which creat positive impressions about a product, service or a concept. Then, in advertisement also uses persuasion to interact the reader about the product, service or the concept. Persuasive language is needed because it used as a tool to make illustration and to give special power in convincing the consumers.

2.4 Previous Study

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.

First, the writer found the thesis untitled “The Persuasive Strategies Used in Jokowi’s Speech in his Governor Election Campaign” by Wynda Pramithasari (2013). In this research, whinda used Jokowi’s speech in his governor election campaign as her object in her research which focused on persuasive strategies and speech function related to the type of persuasive strategies. In order to answer her reserch question, she used the theory of persuasive strategies by Beebe & Beebe (2012). In analyzing the data, she used qualitative approach, because she wanted to find the persuasive strategies by Jokowi speech. She found eight of the twelve types of persuasive strategies that were used by Jokowi’s speech. The most strength persuasive strategies that Jokowi used is evidence to tell a story by giving opinion, supported by fact, statistic and example from his experience. On the other hand, the writer also found five of six speech function. It showed that speech sfunction was related in Jokowi’s speech in his campaign. From that research, the writer can learn persuasive technique by Jokowi’s speech. It is to give hope and

motivation to Jakarta citizen to have brighter future and change the standart of life.

Second, the research is from Melky Alexander (2012). The title is "Persuasive Strategies used by James farmer JR. And Samantha Booke 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 Booke in the Great Debaters Film. He found that James farmer JR used both of the persuasive strategies equally while Samantha Booke 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.

Third, the research is from Nurul Umi Fadhila (2010) who conducts research on persuasive strategies in DRTV advertisement. She investigated about the types of the persuasive techniques and how the persuasive techniques are used in television advertisement. Her research was designed by using descriptive qualitative method. In addition, she also used discourse analysis because she wanted to know how language used to persuade another in advertising area. The key instrument is the writer herself. She found that the presenters of DRTV Advertisement used several techniques of Gorys Keraf's theory to persuade the

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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.

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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).

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CHAPTER III

METHOD OF THE STUDY

In this chapter the writer would like to discuss a method that used to analyze the data. In this research the writer used descriptive qualitative method. It includes of research approach, data source, research instrument, data collection and data analysis.

3.1 Research Approach

In this study, the writer tend to analyze the persuasive technique that used in advertisement of Colours magazine. Therefore, the writer focuses on reading every word, phrase, and sentence that is used in the advertisement.

To get better understanding of the research problem, the writer uses descriptive qualitative method in her research. Furthermore, this study uses qualitative method because the writer want to get detailed understanding about the using of persuasive techniques based on the type of those techniques are used in advertisement of Colours magazine and those functions. Litosseliti (2010: 52) said that qualitative research is concerned with structures and patterns and how something is, it also the theory was derived from textual (data).

Using descriptive because it describes more about what persuasive techniques and the function of each persuasive technique are used in advertisement of Colours magazine. As the statement from Lambert (2012)

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said that a descriptive qualitative approach need to be the design of choice when a straight forward description of a phenomenon is desired.

3.2 Data Source

The source of the data is the advertisements in Colours magazine that focus only on persuasive technique and each function of persuasive technique. Beside, the data in this research is Colours magazine in October 2014 edition. Colours magazine is the magazine from Garuda Indonesia airlines which is published every month. It discovers a fresh, new and luxurious aesthetic, along with a rich selection of insightful content and inspired photography. It has brand philosophy “diversity drives dynamism” means something different will push Garuda to continue moving dynamically into the future. Not only that, Colours magazine also discovers some advertisements. It promotes product, service or idea from Indonesia.

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3.3 Research Instrument

The instrument is one important thing to get the data. In this study, the main instrument is the writer herself since the writer collect, conduct and analyze the data based on the theory. Because the instrument of this research is the writer herself, she spends a great deal of time for observing advertisements to find the using of persuasive technique in Colours Magazine and describing those functions.

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3.4 Data Collection

To get the data that is needed by the writer from the advertisement in Colours magazine, there are some steps that are done to complete the data. First, the writer finds and downloads Colours magazine from internet. Second, the writer reads and looks for the advertisement in Colours magazine that concerned to the persuasive technique. Third, after looking for the advertisement in magazine, she prints out the advertisement of Colours magazine. The Last, she identifies word by word, phrase by phrase and sentence by sentence the using of persuasion.

3.5 Data Analysis

Afer colleting the data, the writer classifies and analyzes the data based one these steps:

1. She clasifies the type of persuasive technique used in Colours magazine and explains the persuasive technique based on the theory.
2. After explaining the type of persuasive technique, the writer interprets the function of each persuasive techniques used in advertisement of Colours magazine.
3. She discusses the whole of the data to find the result. Finally, she concludes from a result of analysis.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the result of the data that has been collected and analysis based on the chapter III. It includes the kind of persuasive technique that used in advertisement of Colours magazine, the function of each type of persuasive technique and discussion.

4.1 Findings

In this section, the writer presents the analysis of persuasive technique used in Colours magazine and the function of each type in persuasive technique. It is analyzed based on the types of persuasive technique that can make the writer able to answer two statement problems.

4.1.1 The Persuasive Technique used in Colours Magazine

In this part, the writer analyzes the advertisement based on the kind of persuasive technique. Those are intensification and downplaying technique. The intensification technique consist of repetition, association and composition while downplaying technique consist of ommision and diversion. It explains in some analysis below:

4.1.1.1 Intensification

Colours magazine uses this technique in order to influence the reader to interest the product or service. In this technique, the persuader want to intensify their own good point and intensify the weak point of the opposition. To intensify

the good point, it uses three technique. Those are repetition, association and composition.

4.1.1.1.1 Repetition

Repetition is also used in advertisement of Colours magazine. the persuader uses repetition in a single word or in a sentence. In Colours magazine, the writer finds this technique in advertisement 1 below:

Advertisement 1

Mandiri Prioritas

Effortless future investment

Mandiri Prioritas present the referral retail brokerage scheme that will reinforce our dedication to you by helping you to gain access to transacting in the stock market and other capital market instruments. Our dedicated priority banking officer is ready to refer you to Mandiri Sekuritas, who will then counsel you by citing the various products in accordance with your financial goals.

Mandiri Prioritas. **Understanding Indonesia, understanding you.**

In this advertisement, the advertiser wants to introduce the new system of mandiri prioritas. It also offers the reader to gain access in transacting of the stock market and other capital market instruments. The advertiser says “**Understanding Indonesia, understanding you**”. In this phrase, the advertiser tries to intensify the good point of its service. To intensify their own good point, it uses repetition words in this advertisement. The advertiser repeats the word “understanding” to intensify that this service is good and different with other. Therefore, it uses the technique of repetition.

The technique of repetition is not only showed in advertisement 1 but also in advertisement 5 below:

Advertisement 5

Halloween Horror Nights

The Region's Most Terrifying Event is back

Enter a horrifying territory claimed by monsters, demons and ghouls. Immerse your self in the depths of horror as we dare you to explore 4 new haunted house and 4 new scare zones. Select rides will be available all night and absolutely deranged live shows will leave your pulse pounding and spine chilling.

Relive the fear again and again on 7 select nights. Plus, receive a free themed mug.

From the advertisement above, the advertiser starts persuasion process by introducing the new film "Halloween Horror Nights". After that, the advertiser calls the reader to join this new film. The advertiser said **"Relive the fear again and again on 7 select nights. Plus, receive a free themed mug"**. This advertisement uses the repetition word "again". It means that the advertiser tries to influence the reader to always watch this movie again and again. Furthermore, the advertiser tries to influence the reader by giving themed mug. Indirectly, the advertiser tries to intensify its good point and may be another does not give a gift. The advertisement uses repetition word in order to intensify its good point. Therefore, it is called repetition technique. Another advertisement that uses repetition technique is in advertisement 6 below:

Advertisement 6

A sign of Authentic Thai Cuisine

For a genuinely Thai culinary experience

Thai food has rapidly grown in popularity, winning the hearts of discerning diners around the world. Thanks to the abundance of natural resources and an invaluable culinary heritage, Thai cuisine today is celebrated as one of the world's most memorable dining experiences.

Thai select is a mark of certification that guarantees the authenticity of Thai restaurants and Thai food products that have been prepared with proper ingredients and spices in the traditional Thai style of cooking.

Anywhere you travel, look for the Thai select stamp of approval. It assures you that delicious Thai cuisine is being served in a pleasant atmosphere, and with the famous Thai smile. It's not just a meal, it is a journey into Thai culture.

Look for authentic Thai cuisine,

Look for Thai select

In this advertisement, the advertiser tells more about Thai select. The advertiser said that Thai select is a restaurant that serves a wide variety of Thai food. It also includes a delicious meal and fun. On the other hand, the advertiser also tries to strengthen its advantage by creating a slogan. The advertiser said **"Look for authentic Thai cuisine, Look for Thai select"**. Indirectly, the reader always remembers this slogan. It means that if the reader wants to find Thai food, the reader just needs to find Thai select. The advertiser also said **"It's not just a just a meal, it is a journey into Thai culture"**. In this sentence, the advertiser tries to strengthen its products to the reader that the Thai Cuisine is not only the food but also a trip to the Thai culture. The advertiser repeats the words "look for" and "Just". Therefore, it uses a technique of repetition. Another advertisement that uses repetition technique is in advertisement 9 below:

Advertisement 9

LANCE WOOD



Your home

Your paradise

In the heart of BSD CITY

Set on the gorgeous Navapark magnificent cluster. Lancewood homes are beautifully crafted to deliver a living experience that embodies elegance and luxury.

The advertiser makes the statement that **"Your home, Your paradise"**. There is a repetition of the word "your". It means that the advertiser provides information to the reader to choose a house like paradise which includes comfort and luxury. So that, this advertisement uses repetition technique. The writer also finds the technique of repetition in advertisement 14 below:

Advertisement 14

BSD CITY

Big city, big opportunity

Best location walking distance from:

- Central business district
- The breeze lifestyle center
- Prasetya mulya business school
- Swiss german university
- AEON Mall
- Indonesi convention Exhibition (ICE)
- Foresta business loft

Facility

- 1,4 H Urban Club House

The advertiser introduces BSD city that is a fancy place and the easy to reach some places such as Central business district, the breeze lifestyle center and others. The advertiser said **"Big city, big opportunity"**. There is a repetition word "big" here. On the other hand, it also includes a slogan which intended to always remember to BSD city. Besides, the advertiser also tries to influence the mind of the reader that this great city has a lot of opportunities. Therefore, this advertiser tries to intensify the reader that the BSD city is the best place to have some opportunities there. This advertisement uses repetition techniques to

intensify its good point. Repetition technique not only in those advertisement, but also in advertisement 20 below:

Advertisement 20

Costa Victoria Debuts her First
Carnival of Venice Festival from Singapore
Cool itineraries Italian experience
Only on the new Costa Victoria
Come one come all! Join us for an unforgettable journey on board Costa
Victoria! Masquerades, parades, and luscious cuisines. Dance the night
away into your Venetian dreams!

The advertiser said “**Come one come all!**”. In this part, there is a repetition word “come”. It means that advertiser calls on readers to come. Indirectly, the advertiser also intensifies that this festival is an incredible festival. Therefore, the advertiser invites readers to come. Based on that information, this advertisement uses *repetition* technique to intensify its good points.

4.1.1.1.2 Association

Another technique to intensify the good point and bad point of the opposition is association. This technique is linking the product with the audience like or dislike. The writer finds this technique in advertisement 7 below:

Advertisement 7

Memorable
The Royal Surakarta Heritage Solo
The royal Surakarta heritage Solo is a MURI award winning hotel with its elegant design. Located in the heart of Solo, it is surrounded by Batik market, prestigious royal Palace Kasunanan and Mangkunegaran. With a feeling of Javanese keraton, that corridor will lead us to 150 beautiful bedroom, equally cozy and stylist with an excellent service. The majestic

lobby will lead us to Srikandi Restaurant, where Solo traditional flavor combined with modern taste.

The advertiser in this advertisement introduces the Royal Heritage in Solo that is touched by Javanese keraton and combined by modern taste. The advertiser begins the persuasion process by the information about getting MURI award. The advertiser said **“The royal Surakarta heritage Solo is a MURI award winning hotel”**. It means that the advertisement tries to intensify its excellence. It connects this advertisement with a big event which is very attractive to readers. To obtain MURI awards means that the Royal Heritage is the best. Therefore, it uses a technique of Association. The other advertisement that uses the technique of association is in advertisement 12 below:

Advertisement 12

Engineered to move
Introducing the Nike Flexon Hyper Collection
Nike flexon hyper style strength and flexibility for your dynamic life
Rory mcilroy
Nike golf staff athlete

The first process of persuasion, the advertiser tries to introduce the new style of Nike Flexon Hyper Collection. In this advertisement, there is a picture of an athlete. The advertiser says **“Rory mcilroy, Nike golf staff athlete”**. He was wearing glasses from Nike Flexon Hyper Collection. It can be seen that the advertiser tries to intensify a good point of Flexon. This advertisement associates to a golf athlete. Indirectly, the reader who likes that athlete can be interested in and buy this product. The advertiser believes that the best quality of this product can be worn by an athlete. Therefore, this advertisement uses the techniques

association to intensify its good point. This technique also presents in advertisement 16 which associate with Motogp winner below:

Advertisement 16

ALL NEW CBR 150 R
LIVE TO RACE
Marc Marquez
Motogp world champion
Made of champion
New aggressive body design
DOHC – 6 speed
Racing truss frame
Pro- link rear suspension

In this advertisement, the advertiser begins to introduce CBR 150 R. The advertiser said “**Marc Marquez, Motogp world champion, Made of champion**”. It can be seen that the advertisement tries to intensify a good point of CBR. It tries to associate with a motogp world champion. Indirectly, the reader who likes Marc Marquez could be interested in and buy the product. Therefore, this advertisement uses the techniques of association to intensify its good point and other’s bad point. In the other side, the writer also found in advertisement 21

which associate with the famous people who present in the festival. It analyzes below:

Advertisement 21

KONDERATU
Presents
TIMELESS INDONESIA FESTIVAL
K-Land Beach, Bandung – Bali
9-15 November 2014
10 am-10 pm
Yuni Shara, Ayu Laksmi, Balawan, Deni Malik, Rio Silaen and many more
An all Indonesia cultural extravaganza, bringing you the best from all over Indonesia – never before exposed ethnic music and dance, the tastiest

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traditional culinary delights, fashions highlighting exquisite fabrics and textiles from Indonesia's top designers and an array of arts and crafts carefully selected for their unique attributes.

K-Land for all of Indonesia

The birth of K-Land, a beautiful beach destined to highlight the best from the whole archipelago.

In this advertisement, the advertiser introduces Konderatu that present a Timeless Indonesia Festival in K-Land Beach. The advertiser begins the process of persuasion by saying **"Yuni Shara, Ayu Laksmi, Balawan, Deni Malik, Rio Silaen and many more"**. It means that this festival will be attended by some artists. From that statement, it can be seen that this advertisement connects to the readers like such as the presence of several artists. The readers who like those artist may be interested in the festival. Therefore, it uses the technique of Association to intensify the good point of Timeless Indonesia Festival.

4.1.1.1.3 Composition

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The writer also finds the technique of composition in *Colours* magazine. It means emphasizing one's own good characteristic or the other people's bad characteristic by changing the physical makeup of the message. It presents in advertisement 9 below:

Advertisement 9

LANCE WOOD



Your home

Your paradise

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In the heart of BSD CITY

Set on the gorgeous Navapark magnificent cluster. Lancewood homes are beautifully crafted to deliver a living experience that embodies elegance and luxury.

In this case, the advertiser tries to give information about Navapark in BSD city. The first process that is performed by the advertiser is intensifying the good point of Navapark. It can be seen in the writings of . This advertisement change its symbol with a style that is more beautiful and easy to remember by the reader. In addition, it is also intended to make Navapark different from other houses and also emphasize the good point of Navapark. Therefore, this advertisement uses technique of composition. Changing physical appearance in Composition also presents in advertisement 18 below:

Advertisement 18

New Bella Tower
October promo
Free

5 days  for 2 stay WESTIN HOTEL, fly with Garuda Indonesia
The prestigious Angelo and Bella towers feature endless "green" views. All buildings overview the private pool at ground level, and in addition offer a superb visual of the "water park", a 6000 sqm water theme park situated on the podium of Kota Kasabanka Mall

In this case, the advertiser tries to give information about promotion in of New Bella Tower. New Bella Tower offers the destination to Seoul for 5 days. The first process performed by the advertiser is intensifying the good point of New Bella Tower. It can be seen in the writings of . This advertisement changes the letter "O" become a symbol of Seoul's flag. That is

more beautiful and easy to remember by the reader. Therefore, it uses techniques of composition.

4.1.1.2 Downplaying

In this technique, the persuaders want to downplay their own bad point at the same time downplay competitor good point. This technique is divided into three categories. They are omission, diversion and confusion, but the writer only finds two techniques in Colours magazine. Those are omission and diversion.

4.1.1.2.1 Omission

To downplay the bad point and other's good point, it use omission technique. This technique tries to omit telling consumers about their own bad thing and the other's good point.

Advertisement 2

Capital Square Surabaya A New Jewel from Surabaya

- World class integrated development project
- Designed by world class architect, DP architect, Singapore
- 5-stars facilities
- The one and only new integrated superblock concept in Surabaya
- A one-stop world class living, working and life style center
- A strata title and smart lucrative investment
- Using the latest hi end technology for your privacy and convenience

From the text above, it can be seen that Capital Square Surabaya introduce the new apartment where it is touched by modern style. The advertiser shows its good facilities such as design by world class architect, 5 stars facilities and other.

However, Capital Square Surabaya omit telling consumer that in order to have a good facilities, it also has a bad thing than the other apartment. Therefore, this data uses the technique of omission. The advertiser tries to downplay its weakness with omission. The advertiser omits its bad facilities in order to downplay its weakness and the other's good point and intensify its good point. Another advertisement that uses this technique is advertisement 3 below:

Advertisement 3

Camry

The Future Sedan

Take one step ahead into the success with exquisite appearance and breathtaking performances from the future sedan.

Based on the data above, Camry as the future sedan has a beautiful appearance and amazing performance. The advertiser said **"Take one step ahead into the success with exquisite appearance and breathtaking performances from the future sedan"**. In this advertisement, it tries to show its good point on

the other hand omit its bad point. It forgets to tell information about the bad point

of Camry. However, other car may have better appearance than Camry. So that, this advertisement uses omission technique to downplay its bad point. In addition, this advertisement also tries to downplay the other's good point. In addition, omission also presents in advertisement 4 below:

Advertisement 4

Azimuth Watch Works

SP-1 SPACESHIP PREDATOR

Jumping hour rotating disc on 3 dimensional titanium minute hand, 45 mm stainless steel case with domed sapphire crystal. Sapphire crystal dial over

skeletonized unitas 6497-1 manually wound caliber. World's first space concept watch, a breathtaking sculptural masterpiece. Swiss made.

According to this advertisement, the advertiser begins the process of persuasion by introducing the new style of Azimuth watch. The advertiser also said **"Jumping hour rotating disc on 3 dimensional titanium minute hand, 45 mm stainless steel case with domed sapphire crystal"**. It means that this advertisement tries to explain its product excellence. In other hand, it considers that Azimuth Watch Works is the most excellent among others. In the last sentence, the advertiser said **"World's first space concept watch, a breathtaking sculptural masterpiece. Swiss made"**. In this sentence, the advertiser considers that Azimuth Watch has never existed in the market and this is the first watch concept in the world. Based on the explanation above, the advertiser indirectly downplays its bad point. The advertiser omits the bad point of Azimuth Watch and just show its good point. So that, it uses omission technique. Another product which omit the bad point is in advertisement 8 below:

Advertisement 8

Mercure Jakarta Sabang is Now Open

Enjoy our special rate of IDR 988.000 nett, breakfast + unlimited Wi-Fi included. Book now.

In this advertisement, the advertiser introduces the new hotel in Sabang. The advertiser begins the persuasion process by giving information of this hotel facilities. The advertiser said **"Enjoy our special rate of IDR 988.000 nett,**

breakfast + unlimited Wi-Fi included". Giving information of its facilities mean that this advertisement intensify the excellence of its product. It indirectly discriminate Mercure hotel facilities with other hotels. There is no explanation about the shortage of Mercure hotel. The advertiser shows kindness the hotel simply. Such as the facilities of unlimited wi-fi that may not exist in another hotel. So that, It uses omission technique to downplay the bad point of Mercure hotel. One of the advertisement that uses omission is in advertisement 10 below:

Advertisement 10

King koil

The promise of a healthy backbone

CRAFTED with PASSION

With over 100 years of mattress making experience, king koil philosophy focus on the pursuit of perfection and the delivery of a comfortable, revitalizing and luxurious sleeping experience. By combining the finest materials with our never ending passion, we have crafted timeless masterpiece mattresses that will fully indulge you in pure bliss.

In this advertisement, the advertiser begins the process of persuasion by explaining about the experiences on making mattress. After that the advertiser shows the superiority of King Koil. The advertiser said " **king koil philosophy focus on the pursuit of perfection and the delivery of a comfortable, revitalizing and luxurious sleeping experience**". This sentence shows that advertiser downplays its shortcomings by showing its superiority. However, the advertiser omit telling consumer that King Koil has a bad point. The advertiser omits most of the shortcomings of King Koil. Therefore, this advertisement uses the techniques omission to convince the reader that the King Koil is the best of the

others. Another advertisement shows that omission technique uses to avoid the shortcoming of the product. It is also showed in advertisement 13:

Advertisement 13

Hospitality from the heart

With many of hotels covering all of Indonesia's major cities, there's Santika hotel waiting for you no matter where you choose to room. Every Santika hotel offers the same winning combination of traditional designs and service that comes from the heart. So wherever your leisure or business travel may lead you, you will find Santika Indonesia hotels & resorts at your service.

In this section, the advertiser begins the process of persuasion by giving advice to the reader to choose Santika hotel as a place for rest. The advertiser tells that Santika hotel offers a combination of the traditional design. The advertiser said **"Every Santika hotel offers the same winning combination of traditional designs and service that comes from the heart"**. It means that this advertisement convinces the reader by showing the good point of Santika Hotel.

Friendly service and a combination of traditional models can attract to the reader.

Indirectly, the advertiser also omits the shortcomings of Santika Hotel. It may be the shape of the room or other facilities. Therefore, the advertiser downplays its shortcomings by removing most of their shortcomings. It uses the technique of Omission. The other advertisement that uses this technique is in advertisement 15:

Advertisement 15

Pay for foods and drinks or have them for free?
 Free serving of warm food that suits your palate*
 Free unlimited serving of beverages
 A wide menu for special dietary needs
 Enjoy a wide selection of food and beverages aboard all of our flights. A Garuda Indonesia+

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Experience gives you so much more at no extra cost. It's time to fly with one of the world's best.

Reserve now via www.garuda-indonesia.com, 24-hour call centre at +62 804 1 807 807, or visit your nearest Garuda Indonesia ticketing office or travel agent.

*Terms and conditions apply

In this advertisement, the advertiser begins the persuasion process by the question to the reader. The advertiser said **"Pay for food and drinks or have them for free?, free serving of warm food that suits your palate"**. This advertisement gives the option to the reader. It means that pay for the food and drink or get them free. Automatically, the reader prefers to get it for free. Especially it serves the warm food. It also tries to distinguish other airline and Garuda Indonesia where Garuda Indonesia offers free facilities for food and drinks. While other airlines have to pay first and the food is not warm. After that, the advertiser tries to show the advantages of Garuda Indonesia service. The advertiser said **"Experience gives you so much more at no extra cost. It's time to fly with one of the world's best"**. Indirectly, Garuda Indonesia tries to downplay its shortcomings by intensifying its good point that Garuda Indonesia is the best airline in the world. On the other hand, it also downplays other's good points. It eliminates the shortcomings by showing the the good point. However, other airlines has another good point than Garuda airlines. Therefore, this advertisement uses the techniques of Omission. Not only that, omission also presents in advertisement 17 below

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Advertisement 17

Garuda Indonesia Explore
 Direct flights from Bali, Surabaya, Makassar and Balikpapan.
 Reach More Destinations with
 Garuda Indonesia Explore
 Now you can seamlessly connect to more destinations from 4 cities.
 Experience the utmost comfort. Fly comfortably above the rest with Garuda
 Indonesia.

In this advertisement, the advertiser introduces the new service from Garuda Indonesia. The advertiser begins the persuasion process by giving information of the destinations from 4 cities. Those are Bali, Surabaya, Makassar and Balikpapan. The advertiser said **“Experience the utmost comfort. Fly comfortably above the rest with Garuda Indonesia”**. It means Garuda Indonesia tries to show its superiority where its airlines already proven to have a lot of experience on flying and providing comfort than the other airline. On the other hand, the advertiser does not show the weakness. The advertiser tries to omit any weakness by showing its superiority. Therefore, it uses omission technique to downplay its bad point. The next advertisement which show omission technique is in advertisement 19:

Advertisement 19

HELLO WOLD!
 Come and See
 The PLUMPEST baby in town
 We take you to the heart of wilderness through Safari Journey, spectacular theatrical performance of Bali Agung Show, splash and fun at Fun Zone and Waterpark, dining with the lions at T Lion Restaurant, and adrenaline journey of Night Safari and staying at an Africa themed resort- Mara River Safari Lodge.

From the advertisement above, it can be seen that the advertiser invites the readers to come and see The Plumpest baby in town. The advertiser said **“We take you to the heart of wilderness through Safari Journey, spectacular theatrical performance of Bali Agung Show”**. After that, the advertiser tells the fun places in Bali Safari and Marine Park such as spectacular theatrical performance, Fun Zone and Waterpark, dining with the lions at T Lion Restaurant, adrenaline journey of Night Safari and staying at an Africa themed resort- Mara River Safari Lodge. The advertiser tries to show its good facilities and downplay its bad point. The advertiser omit telling consumer its bad point where other places also has a good point. Moreover, the advertiser omits the bad point of Bali Safari and Marine Park. Therefore, this data uses the technique of omission to downplay its bad point. This technique is also showed in advertisement 22:

Advertisement 22

Pure enjoyment

New Mazda Binate with SKYACTIV Technology

The powerful and fuel efficient performance of new SKYACTIV-G 2.0L engine with I-STOP and SKYACTIV-DRIVE transmission system will take you and your family anywhere. A host of new interior features, such as the ergonomic leather seats and state of the art entertainment system with 10.1” rearoverhead monitor, are ready to bring warmth and happiness to all of your journeys. Discover new heights of riding comfort with new Mazda Biate.

The advertiser begins to introduce the new technology from New Mazda Binate. This advertisement introduces new SKYACTIV-G 2.0L engine with I-STOP that has a powerful performance. After that, the advertiser tries to influence the reader by saying **“A host of new interior features, such as the ergonomic**

leather seats and state of the art entertainment system with 10.1” rearoverhead monitor, are ready to bring warmth and happiness to all of your journeys”. It means that the advertiser convinces the reader that New Mazda has the best features that are different from the others. Therefore, this advertisement uses the techniques of omission to convince the reader that the New Mazda Binate with SKYACTIV Technology is the best of all. New Mazda omit telling information about its bad point and the other’s good point.

4.1.1.2.2 Diversion

Another technique that is used to downplay the bad point and other’s good point is diversion. This technique consists of shifting attention away from another’s good point or one’s own bad point. This technique is showed in advertisement 11 below:

Advertisement 11

You can now open a trading account with MONEX and get cutting edge online financial trading modules free

- Disclaimer
Transactions in futures trading involves potential risks and losses
All transactions executed will be the sole responsibility of the investor
- To quality of this offer registration must complete the full verification process

Monex Investindo Futures, your no 1 financial partner.

The advertiser begins to introduce the new service easily with Monex. This product offers to the reader by getting cutting edge online financial trading modules free. After that, the advertiser tells the risk of Monex. The advertiser said “Transactions in futures trading involves potential risks and losses, All

transactions executed will be the sole responsibility of the investor“. It means that transaction in the futures trading may cause risks and losses. In addition, the advertiser also said that all transactions are the responsibility of investors. Indirectly, it includes the shortcomings of Monex, but at the end of this advertisement, the advertiser said **“Monex Investindo Futures, your no 1 financial partner”**. It means that the advertiser diverts its shortcomings in the statement that Monex is the best financial partner. Therefore, the advertiser tries to downplay its bad point by diverting the attention to the reader that Monex is no 1 and also different with others. It uses highly emotional. So, this advertisement uses diversion techniques.

4.1.2 The Function of each Persuasive Technique used in Colours Magazine

Technique in advertisement is an important part of the persuasion process.

In Colours magazine, it uses three techniques to intensify their own good points and the weak point of the opposition. Those are *repetition, association and*

composition. On the other hand, it also uses two techniques to downplay their own bad point or the good point of the opposition. Those are *omission and diversion*

Based on those technique that have analyzed, the writer describes the function of each persuasive technique below:

4.1.2.1 Intensification

Based on data obtained, the writer finds that the advertisements in Colour magazine want to intensify its own good points and intensify the weak point of the opposition in order to show advantages of the product or service. In Colours

magazine, to intensify its own good points the advertisers uses three techniques.

Those are repetition, association and composition.

4.1.2.1.1 Repetition

To intensify the good point of the advertisement in Colours magazine, the advertisers use repetition technique. It occurs in a slogan, jingles, and logotype. Repetition technique occurs in advertisement 1, 5, 6, 9, 14, and 20. One of the advertisement that use this technique is advertisement 1 below:

Advertisement 1

Mandiri Prioritas

Effortless future investment

Mandiri Prioritas present the referral retail brokerage scheme that will reinforce our dedication to you by helping you to gain access to transacting in the stock market and other capital market instruments. Our dedicated priority banking officer is ready to refer you to Mandiri Sekuritas, who will then counsel you by citing the various products in accordance with your financial goals.

Mandiri Prioritas. Understanding Indonesia, understanding you.

From the advertisement above, we can know that the advertiser uses the repetition word “understanding”. Repetition is purposed to make a cognitive sense and also emphasize the message which convey by the persuader (Larson, 2004:21). Therefore, the advertiser repeats the word “understanding” to emphasize the message that Mandiri prioritas can understand the consumers. Moreover, based on advertisement 1 above, repeating word “understanding” can make the reader easy to remember the promoting in this product. Keraf

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(2009:127) said that repetition is repeating the sound, word or sentences that is important to give the stressing.

4.1.2.1.2 Association

In Colours magazine, the writer also finds the technique of association to intensify the own good point and the other's bad point. This technique is associated by something already liked or disliked by audience. This technique occurs in advertisement 7, 12, 16, and 21. One of the advertisement that use this technique is advertisement 12. It is explained below:

Advertisement 12

Engineered to move
Introducing the Nike Flexon Hyper Collection
Nike flexon hyper style strength and flexibility for your dynamic life
Rory mcilroy
Nike golf staff athlete

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From the advertisement above, we can know that the advertiser puts the picture of Rory mcilroy as a Nike golf staff athlete. The advertiser wants to associate the glasses with Nike golf staff athlete. Larson (2004:21) said that in advertisement, technique of association can intensify the good aspects of the product or service and demonstrate that someone does not have to be an athlete. Therefore, the advertisers put the picture and the statement of Rory mcilroy to intensify the good point of Nike Flexon Hyper Collection. On the other hand, they demonstrate that consumers do not have to be like Rory

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mcilroy. It only affects the reader to buy this product. Moreover, Nike Flexon also intend to make its brand famous by associating with famous athlete.

4.1.2.1.3 Composition

To intensify one's own good characteristic or the other people's bad characteristic by changing the physical makeup of the message. It called composition technique. The writer also finds this technique in the advertisement of Colours magazine. This technique occurs in advertisement 9 and 18. One of the advertisement that use composition technique is in advertisement 9. It is analyzed below:

Advertisement 9

LANCE WOOD



Your home

Your paradise

In the heart of BSD CITY

Set on the gorgeous Navapark magnificent cluster. Lancewood homes are beautifully crafted to deliver a living experience that embodies elegance and luxury.

Based on the advertisement above, it can be seen that the advertiser tries to change the physical makeup of the message. Larson (2004:21) said that in this technique, also allows persuader to compare and contrast with other. In addition, the persuaders want to emphasize that the own's product is different with other. It can be seen in the writings of . The advertiser

changes its symbol with a style that is more beautiful and easy to remember by the reader. By changing the style of Navapark, the reader can pay attention to Navapark. Therefore, it is also intended to emphasize that Navapark is different from other houses.

4.1.2.2 Downplaying

In Colours magazine, the advertisers not only intensify the good point but also downplay the bad point of the service or product. In this technique, the persuaders want to downplay their own bad point at the same time downplay competitor good point. To downplay the bad point, the advertisement in Colours magazine use two techniques. Those are *omission and diversion*.

4.1.2.2.1 Omission

In Colour magazine, to downplay the bad point of the product or service, the advertiser uses technique of Omission. Larson (2004:22) said with omission, persuader simply leave out critical information to avoid highlighting their own shortcoming. This technique occure in advertisement 2, 3, 4, 8, 10, 13, 15, 17, 19 and 22. One of the advertisement that use this technique is advertisement 15 below:

Advertisement 15

Pay for foods and drinks or have them for free?
 Free serving of warm food that suits your palate*
 Free unlimited serving of beverages
 A wide menu for special dietary needs

Enjoy a wide selection of food and beverages aboard all of our flights. A Garuda Indonesia+

Experience gives you so much more at no extra cost. It's time to fly with one of the world's best.

Reserve now via www.garuda-indonesia.com, 24-hour call centre at +62 804 1 807 807, or visit your nearest Garuda Indonesia ticketing office or travel agent.

**Terms and conditions apply*

Based on the advertisement 15 above, the advertisers try to distinguish Garuda Indonesia and other airlines. Garuda Indonesia tries to downplay its shortcomings by showing its good point. On the other hand, they also downplay other's good points. Larson (2004:22) said that the purpose of this technique is to omit the bad point of the message in order to influence the receiver. Therefore, this advertisement uses omission technique in order to omit the bad point of Garuda Indonesia airlines. On the other hand, the advertisers used omission technique to downplay the good point of other airlines. Based on advertisement above, it can be seen that omitting the shortcoming of the product can make the reader interest and choose this product. Moreover the reader also know the differences Garuda airlines and other airlines.

4.1.2.2.2 Diversion

To downplay the bad point of the product or service, the adevrtiser in Colour magazine also uses Diversion technique. This technique consists of shifting attention away from another's good point or one's own bad point (Larson, 2004:23). It can appear in advertisement 11 below:

Advertisement 11

You can now open a trading account with MONEX and get cutting edge online financial trading modules free

- Disclaimer

Transactions in futures trading involves potential risks and losses

All transactions executed will be the sole responsibility of the investor

- To quality of this offer registration must complete the full verification process

Monex Investindo Futures, your no 1 financial partner.

From the advertisement 11 above, it can be seen that the advertiser diverts attention to the reader from Monex's bad point. Larson (2004:23) said that the basic purpose is to provide a substitute issue. In this case, the advertiser uses highly emotional appeal. Therefore, the advertisers use the technique of diversion in order to downplay Monex's bad point by shifting attention to a substitute issue. In this advertisement, it uses highly emotional appeal "Monex Investindo Futures, your no 1 financial partner" to divert reader's attention from Monex's bad point.

4.2 Discussion

In this part, the writer discusses the finding of data analysis. This study analyzed about the type of persuasive technique used in Colours magazine. Persuasive technique is an important part to influence the reader to buy and interest the product or service. According to Larson (2004) who divided the techniques into two categories. First, is intensify their own good points and the weak point of the opposition by three techniques. Those are repetition, association and composition. Second is downplay their own bad or weak point and the good

point of the opposition by three techniques. Those are omission, diversion and confusion.

In this study the writer found some techniques that are used in Colours magazine advertisement. To intensify their own good points and the weak point of the opposition, the advertiser uses three techniques. Those are repetition, association and composition. Repetition technique appears in advertisement 1, 5, 6, 9, 14, 20. Association technique appears in advertisement 7, 12, 16, 21. While composition appears in advertisement 9 and 18. While to downplay their own bad or weak point and the good point of the opposition, the advertisers use two techniques. Those are omission and diversion. Omission technique appears in advertisement 2, 3, 4, 8, 10, 13, 15, 17, 19 and 22. Diversion technique appears in advertisement 11.

Meanwhile, confusion technique is not found in this research. Confusion is the technique that makes the reader confuse. It uses jargon or faulty logic. In Colours magazine advertisement, the advertiser uses clear and understandable language. On the other hand, the writer also found the technique that is most commonly used. It is omission. Omission is the technique that omits the bad point and the good point of opposition. Almost the entire advertiser uses omission technique to eliminate the weaknesses of its products by showing the good point of its product. With the omission technique, the advertiser can also strengthen its superiority compared to others. From the discussion above, it can be seen that the use of persuasive techniques from the most to the least used are: omission, repetition, association, composition and diversion.

Moreover, the writer also found the function of each persuasive techniques used in the advertisement of Colours magazine. First, to intensify the good points and the weak point of the opposition, it uses repetition, association and composition. The advertiser uses repetition technique to emphasize the message. Therefore, repetition is used as a way to keep a brand or product in consumer's minds. While the advertiser uses association technique to associate with the thing that the reader like such as a famous athlete. So that, the reader can interest with the product or service. The other technique is composition. Some advertiser uses this technique in order to change the physical appearance of the message. Because of this, the product will be different from other product.

Second is downplay their own bad or weak point and the good point of the opposition by omission and diversion technique. The advertiser believes that the function of omission is to eliminate their own bad or weak point and the good point of the opposition. By eliminating the bad point and the good point of the opposition, the advertiser can intensify its good point and bad point of the opposition. While, the advertisers use diversion to shift attention away from another's good point or one's own bad point. Therefore, the reader knows that they have outstanding advantages.

Besides, there are different focuses in this research among other researches that have done before. They are Wynda (2013), Melky (2012) and Nurul (2010). One of them is Nurul's study. In her study, she focuses on the type and the using of persuasive strategies in DRTV advertisement. The differences between this study and Nurul's study are on the data. In Nurul study, she investigated about the

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types of the persuasive techniques and how the persuasive techniques are used in television advertisement. While in this study, the writer investigates the type of persuasive technique and its function that is used magazine advertisement. Besides, Nurul's study and this study have different main theory. Therefore, the finding of persuasive technique also different. In this research, the writer found 3 techniques to intensify the good point and the bad point of opposition. Not only that, the writer also found 2 techniques to downplay the bad point and good point of the opposition. Nurul's study and this study have a same method to answer the research problem. They use descriptive qualitative method.

In addition, the writer tries to add another point of view of this study. In Qu'an and Hadits of the Prophet Muhammad SAW incorporate the principles of communication. Communication is not only to provide information to one another, but also to persuade and influence each other. The term in the context of Islam can also be understood and categorized as part of the science of propaganda or Islamic da'wah. Therefore, Islam also urged to always communicate well.

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CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion of the findings and suggestions for the study. It included what have been discussed in chapter IV.

5.1 Conclusion

After discussing the data, the writer found some conclusions to answer her research problems. First, persuasive techniques are the important thing especially in the advertisement. It can be seen that most of the advertisement in Colours magazine used these two techniques to influence the reader. The advertiser uses several techniques of persuasion. To intensify their own good points and the weak point of the opposition, the advertiser uses the techniques of repetition, association and composition. While to downplay their own bad or weak point and the good point of the opposition, the advertisers used the techniques of omission and diversion. Besides, the writer also found the technique of omission that most commonly used.

Second, each of persuasive technique has the function to the advertisement. to intensify the good points and the weak point of the opposition, it uses repetition, association and composition. Repetition technique used to emphasize the message. Association technique used to associate with the thing that the reader like. Composition used to change the physical appearance of the message. While to downplay their own bad or weak point and the good point of the opposition by omission and diversion. Omission used to eliminate their own bad or weak point

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and the good point of the opposition and diversion used to shift attention away from another's good point or one's own bad point. It can be seen that the function of each persuasive technique is to show the good point of the product or service.

5.2 Suggestion

Persuasive technique may occur in our daily life especially in magazine advertisement or in other field. Therefore, this thesis can be reviewed for the next researchers who want to analyze about persuasive technique in different point of view. To the next researchers are suggested to use the other object such as television advertisement or other phenomena. Furthermore, the writer also suggests to the reader of the advertisement not to easily believe the advertisement because most of the advertisement exaggerate when promoting the quality of the product or service.

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