

## FINDING AND DISCUSSION

## 4.1 Findings

#### 4.1.1 The Persuasive Technique used in Colours Magazine

#### 4.1.1.1 Intensification

26

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 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



intensify its good point. Repetition technique not only in those advertisent, 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



Advertisement 21

[illegible]



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

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



#### 4.1.1.2 Downplaying

#### 4.1.1.2.1 Omission

## Advertisement 2

- 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.

### Advertisement 3

## 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

## SP-1 SPACESHIP PREDATOR

[illegible]

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,**



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+



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](http://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

## 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.

Advertisement 22

## New Mazda Binate with SKYACTIV Technology

The advertiser begins to introduce the new technology from New Mazda

[digilib.uinsby.ac.id](#)

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 qualify 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 advertisements 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

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:

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

[illegible]



mcilroy. It only affects the reader to buy this product. Moreover, Nike Flexon also intend to make its brand famouse 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

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*.

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 occur 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:

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

#### 4.1.2.2.2 Diversion

[illegible]

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



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

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.