

## ABSTRACT

Dwi Cahyani, Lilis. 2014. *A Discourse Analysis on persuasion tehnik used in Smartfren advertisement*. Thesis, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M.A.

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This study attempts to identify the way the advertiser of Smartfren in using picture, Music (lyric), speech and writing, toward their three commercials. It also examines the technique of persuasion which is applied on Smartfren Commercial. Persuasion is an art of communication which uses more language to persuade people. It is usually used on mass media to offer their product or service to the customer, especially on television commercial.

Related to the explanation above, it was interesting to conduct a persuasive research entitled “*A Discourse Analysis on persuasion technique used in Smartfren advertisement*”. This study focuses to identify the mode of advertisement and how the way the persuasion techniques are applied on television commercial. This research was designed by using descriptive qualitative method because the data of this research were in the form of spoken and written text. It also a kind of Discourse studies because the writer wants to identify how the way language is used to persuade people through advertising. The writer uses Guy Cook and Gorys Keraf Theory to describe the relation of advertisement’s mode on attracting people attention.

The result of the analysis, the writer found that most of Smartfren advertisements combine pictures, music (Lyric), speech and writing in its commercials. The pictures almost show panorama and some facial close up. The songs are jingles of Smartfren Company. Then speech and writing in this commercials denote some persuasion techniques, they are: rationalization, identification, conformity, and suggestion. The combination of those modes evokes a certain effect to the viewer. Therefore, the way of applying persuasion techniques are supported by principle of persuasion, such as: personal character, ability to control emotion and showing evident. Those ways can be presented through certain pictures and music. Thus, there are five appeals that used by the advertiser on Smartfren commercial, such as: features appeal, favorable price appeal, news appeal, popular appeal and competitive advantage appeal.

Finally, the writer hopes that this research gives a contribution for the next researchers who are interested to conduct persuasion research by using other theories that more complete and better.

*Keyword: Discourse Analysis, Persuasion Technique, Smartfren, Advertisement.*