

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

In this chapter, the writer will analyze Smartfren commercials through its picture, music (song), language in the form of spoken and written in line with the technique of persuasive that they used. It combines Guy Cook's and Gorys Keraf's theory. Based on the finding data, Smartfren has three commercials and every commercial will be reviewing in each section. Further explanation will elaborate below:

#### **4.1 The Modes of Smartfren Advertisements**

##### **4.1.1 Pictures on Smartfren Television Commercial**

As cook's said in his book (2001:42) that any analysis of the language of advertisement immediately encounters the paradox that it both must and cannot take the musical and pictorial modes into account as well. It is important to combine pictures and music toward speech or writing as a complete combination in doing a commercial.

Here, pictures mean the scenes that present on advertisement. The advertiser uses picture to build a certain story which becomes the theme of the commercial. A story, however, is presented attractively and sequentially in order to make the message easy to understand. In every pictures or scenes are cannot be separated with the text or spoken. It is because both modes combine at the same time. In this section, the writer only describes the picture itself. For the written text will describe in the next section. The more explanation of each commercial are presented below:

- **Pictures on ‘Gadget keren’ commercial**

*Gadget Keren* is Smartfren Television commercial that presents early 2011. Here, the advertiser wants to introduce the series of Smartfren gadget. It takes 1 minute and below is the scenes:



**(Picture 1)**

The first picture above is showed by a light red screen where Kwik (name of Smartfren icon) standing there with prop up his chin. He seems like thinking about what the impressive thing is. It can be seen from his expression, he furrows his right side eyebrow while piercing to the written ‘Keren itu...(it’s Impressive)’. As picture 1 shows that Kwik is thinking about something extraordinary. This scene denotes that the advertiser stimulates people and asks them to come into the story.



**(Picture 2.A)**



**(Picture 2.B)**

Picture 2 above, the camera shots the scene where a man leans himself in the red Lamborghini car. He poses and takes a photo there use Smartfren mobile phone. The background of this scene is an exterior of building parking place (see picture 2.A). There are silver and Black Car in the left and right side of the

Lamborghini car. The close up shots of Smartfren Andromax C mobile phone is showed in picture 2.B. It displays the man current photo which is uploaded on Facebook. He post the photo and said ‘*Mobil baru gue nih....(it’s my new car)*. It means that he wants to show off the Lamborghini car as his car to other people. Here, the advertisers convey their idea that to be a cool people is more than ostentatious a status on Face Book. It can be called that the advertiser giving a fundamental though about certain idea.



**(Picture 3.A)**



**(Picture 3.B)**

In picture 3, the camera shots shift back to the exterior parking place background. It shows the man still takes pictures with the red Lamborghini until the owner of the car come and stand in the right side of the car. The man is getting realize it when the owner of the car click the alarm bell (see picture 3.A). Then he pretends watching his phone seems it has a trouble and keep away from that place slowly (see picture 4.B). This scene is used as a sign of the changing to next idea.



**(Picture 4.A)**



**(Picture 4.B)**

The next scenes, there is alternate close up of a boy who wear pink Kwik's costume and do Harlem shake dance. He wears a big circle glasses with black frame. The camera shots the man face up to his shoulder and an interior shot of (see picture 5.A). Afterwards, he uploads his dance to the YouTube and it is got more than 1.500 likes (see picture 4.B). In picture 4.B also presents the close up of Smartfren Andromax C and there is an interior shot of room where the man dances. There are television, some pictures on the wall, and computer behind the man. It is the second idea of Smartfren where it also denotes that being a cool people are not only have millions likers but it should be more than it.



**(Picture 5)**

The picture above presents a bald man seems like a guitarist. He stands up on the stage while flinging his hand to the audience. There are fireworks and the lamp of a band concert. All audiences up their hands denote that they are the man's fans or followers (see picture 5). From this scene, Smartfren completes its idea that update status on face book, have million likers and billions follower are not enough called as a cool person. Smartfren tries to give a reason, make them realize if there is an interesting thing which makes them really cool.



(Picture 6)

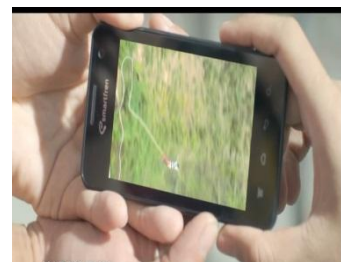
Picture 6 above, presents back Kwik and also the word ‘*Keren itu...*’ in A light red Background. This scene is similar with the first scene of this commercial, but in picture 6 shows Kwik writes the word on the screen use white chalk. After writes, he looks it deeply. By this scene, the advertiser wants to make a sign of the changing idea from the previous topic to the other topic on this commercial. In other word, it uses as the boundary marker of an idea.



(Picture 7.A)



(Picture 7.B)



(Picture 7.C)

In the next scenes, it presents three boys on the top of hill where there is an abyss. A man who wears white T-shirt will play free jump down to the ravine. He has applied safeguard tool in his body (see picture 7.A). While flinging out his hand, he looks sideways toward his two friends but he slips and falls down. His friends shock and scream out but they are still able to record it (see picture 7.B). They use Smartfren Andromax i to take the video as the close up of picture 7.C. This scene is one of idea or message of this commercial where the advertiser

wants people to do what they want to do, express their adventure and perpetuate it by Smartfren gadget.



**(Picture 8.A)**



**(Picture 8.B)**



**(Picture 8.C)**

The scenes above show the broad panoramic of woods. There is a girl who chats through video chatting by Smartfren Andromax mobile phone. She watches the screen and laugh (see picture 8.A). It is because her chatting partner tries to kiss him during the conversation (see picture 8.B). Then, picture 8.C denotes a fat boy and other girls who dance together. The fat boy takes the girl phone and she tries to take it back. The fat boy and the other girl want to tease the girls so he does not allow her to take it. Here, the three people are camping in the woods with 2 small tents and a little camp fire. The advertiser wants to show people that having a long distance communication is not a big problem. Smartfren through its product offers product and service that makes people having close relationship everywhere and every time.



**(Picture 9.A)**



**(Picture 9.B)**

In picture 9.A, it shows the speed of Smartfren Evdo network which equal with 3.5G. This is caused the fast internet connection. So, people can finish download quickly, thus, enjoy watching video on YouTube without any trouble (see picture 9.A). The close up shots presents in picture 9.B is a hand which seems holding a Smartfren Andromax C in white series. In this scene, the advertiser presents the superiority of Smartfren service. The speed of Smartfren is able to access internet quickly also the wide screen of Smartfren mobile phone make people enjoy the video complacently. The advertiser wants to make sure that Smartfren give a good service and product to the consumer.



**(Picture 10.A)**



**(Picture 10.B)**

From the pictures above, there are two people in different place are talking by phone. First is a short hair woman who wears dark red coat and white inner. She walks out of the office and chats with someone by Smartfren Andromax phone (see picture 10.A). It is followed by the next scene where a man also chats with someone on the phone while walks along sidewalks. The man wears a gray long shirt and dark trouser. He holds some documents in his left hand. This scene takes exterior shots of building and a loosen road (see picture 10.B). Both pictures above convey that people will get free chatting use Smartfren Product. It is

because Smartfren offers free call among Smartfren users and the other provider. So, everyone will feel that Smartfren is a perfect communication device.

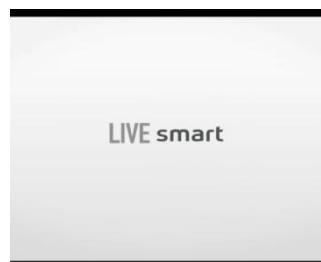


**(Picture 11)**

The last scene is all people are gathering in the middle town. They laugh each other and rise up their Smartfren Andromax mobile phone. That people are students, teachers, officers, bikers, basketball players, windsurfer, a guitarist, etc. Kwik is also appears in this scene. He is in the top of people or behind the building and raises his thumb. This scene indicates that all people are like Smartfren mobile phone. Smartfren Mobile phone is a product which appropriate for all people in all professions and all ages. It can be seen from the picture 11. The board panoramic of modern building also shows that Smartfren product is suitable with people need in this modern era.



**(Picture 12.A)**



**(Picture 12.B)**



**(Picture 12.C)**

In the end of this commercial, the advertiser presents the Smartfren Andromax Mobile phone in five series. They are: Smartfren Andromax i, Smartfren Andromax C, Andromax V, Andromax U, and Andromax Ascend w1.

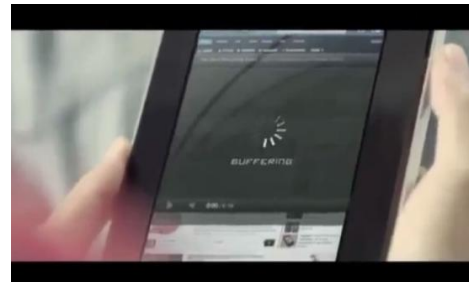


All of those mobile phones have slim and touch screen mode which become Smartfren characteristic. Then, the slogan of Smartfren also appears in this commercial as pictures 12.B and 12.C. It becomes the identity of company and makes people easier to remember this commercial.

- **Pictures on “Domino Effect” Commercial**



**(Picture 1.A)**

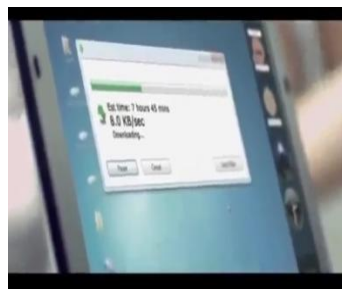


**(Picture 1.B)**

The pictures above are the first scene in this commercial. Picture 1.A shows some people stand up orderly while watching their mobile phone. The camera shots from the behind side of the people. Those people try to get signal on their gadget by shaking it around. In the next scenes, it shows an extreme close up of Black Smartfren tablet. On the tablet screen, there is a word “Buffering” that denotes a slow internet loading. Here, the advertiser directly shows a problem which occurs in society. The problem is about the unsatisfied service on people gadget or communication device. This topic is related to the products and services that go to publish.



**(Picture 2.A)**



**(Picture 2.B)**



**(Picture 2.C)**

The picture 2 above presents scenes where there are some men standing up in a long line. They are seriously watching their gadget. The camera focuses on the dark shirt man which hold a laptop (see picture 2.A). He operates his laptop roughly because he is impatient on waiting the slow downloading process, such as picture 2.B. The man loses his control and breaking his laptop strongly by his knees. So, it broke into two pieces (see picture 2.C). The location of the scenes above is on the sidewalk. Here, the advertiser tries to control the people attention or emotion by giving stimulate through the pictures above. However, a slow internet connection almost happens to the all gadget that makes people bored and angry. It means the advertiser tries to put the people mind to the certain idea (the commercial theme).



**(Picture 3)**

The camera shift to the woman who wears white shirt and she has black long hair. The woman is also a part from the queue with some men in front of her. The woman rises up her phone and shakes it around. Then, she hits her mobile phone ahead that makes people in front of him fall down in sequentially. Such as the picture bellow:

**(Picture 4.A)****(Picture 4.B)****(Picture 4.C)**

The picture above shows many people lift up their mobile phone highly in order to get the phone signal. Picture 4.A denotes the first scene where people getting fall down because of the woman on picture 3. The people are collapsing in sequentially one by one. It continues by picture 4.B, all people on the bridge stand as like as statues and they also broke to the people in front of them. Then the camera shift to the other location of white building background. There are many people line up there and some bicycles among them (picture 4.C). From those scenes above, the advertiser wants people to realize if their communication device gets a trouble; it will disturb the other person involved. Then, the marcher reflects the process of internet connection; it seems like waiting turn from an endless queue.

**(Picture 5.A)****(Picture 5.B)**

In picture 5.A above show the close up of some boys who fall down stacking as like as domino card. They seem sad and annoy because of their mobile phone is useless. Thus, a thin boy who wears white and grey T-shirt throws down his Blackberry mobile phone on the floor. That makes it broke into pieces which is close up on picture 5.B. It denotes that the advertiser tries to evoke people emotion. The pictures above represent the people feeling when they get a problem with their mobile phone that makes it completely useless, it is better to throw it away as like as a trash.



**(Picture 6.A)**



**(Picture 6.B)**



**(Picture 6.C)**

The next shot is a panoramic of modern town where there are some high mounted building and highways. Here, the scene has no change. The people stand up on the left side of the road, fall down and heap every people in front of them. Picture 6.A above, the people is seen smaller because the camera takes an upper shot. Then, Picture 6.B shows the people march on the path between the fields where there are two simple houses on the end. The camera shift to the people shots that stand on the middle of river and also some boats around there (see picture 6.C). Here, the advertiser emphasize that the internet and signal problem happen to the all people in every places. It means that the problem is complicated

and the people still have not found a product and service which solve their problem.



**(Picture 7.A)**



**(Picture 7.B)**



**(Picture 7.C)**

The picture 7.A above presents an interior camera shots. There is a man who gives Smartfren modem to the kinky hair boy. The boy is holding a laptop and he is the last person who being the part of queue line. On the picture 7.B, it shows a close up shots of hands which hold Smartfren Modem. Then, both men leave the places with operate their gadget happily (see picture 7.C). These scenes denote a compensation act where the people know or found a new device which helps them to solve their problem. Here, the advertiser suggests people to use Smartfren product to get a high speed internet connection.



**(Picture 8.A)**



**(Picture 8.B)**



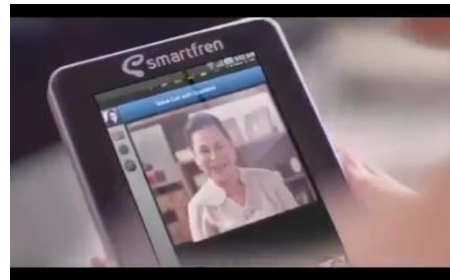
**(Picture 8.C)**

The next scenes, it shows that Smartfren appears and brings happiness to its user because this provider gives satisfaction by the powerful speed of Smartfren. The people are able to browse anything that they need fast and easily. It can be seen from the picture 8.B and 8.C where the people are laugh and scream

joyfully. Smartfren is success to give a new spirit to them. Here, the advertiser presents Kwik on picture 8.A as a welcoming symbol to be a Smartfren user. The advertiser indirectly promises to the consumer that Smartfren is an appropriate choice to change their past gadget.



**(Picture 9.A)**



**(Picture 9.B)**

Moreover, the pictures 9 above presents how do people keep in touch to the others use Smartfren Product. Such as picture 9.A, there is a young girl chats by Smartfren mobile phone enjoyably. The next scene shows a close up shots of Smartfren tablet. It presents a woman on the screen that conducts a video chatting with her daughter (see picture 9.B). It proves that use Smartfren product makes people easy to communicate with others. It also denotes that Smartfren ready to serve people as good as possible. So, people can enjoy their communication effectively.



**(Picture 10)**

In the end of this commercial, all people gathering on a field, dancing together while rise up their mobile phone. They seem proud of Smartfren products

that make the people happy. It is because Smartfren gives service as better as the people want to.

- **Pictures on “ To celebrate with me” commercial**

In this part, the writer will describe about “To Celebrate with Me” Smartfren Commercial in detail. Picture, music and the language are combined in the form of spoken, written and singing. It may the jingle; brand name, small print, etc. This commercial takes 60 seconds and presents some panoramas shots.

For more explanation are below:



**(Picture 1)**

The first scene above begins with the written on the middle of white screen. Kwik (symbol of Smartfren) stands at the left side. Here, kwik wants to present something to the people. It can be seen from the writing next to him (picture 1). In this scene, the advertiser directly tries to identify their target. Smartfren asks people to know that its product is created for some people. They are as below:



**(Picture 2)**

The picture above shows a broad panoramic of space. There is an airplane and some people who jump out to the sky. One of those people is a young man who takes a picture while flying on the sky (see picture 2). He wears a red suit complete with parachute on his back. He also wears glasses and black gloves. He poses as cheerful and smiles style. This scene is used to explain or give an example of a person who is hobby to share their activity on social media. The advertiser shows that people use Smartfren to accompany their moments.



**(Picture 3.A)**



**(Picture 3.B)**

The next shots are an interior of a classic restaurant shot, where there are three boys sit there and photos as a cute pose use Smartfren Andromax mobile phone. Then, they upload that picture to the Face book. There are two dreary lamps behind them, a long table with some glasses on the middle (see picture 3.A). From these scenes, the advertiser also presents that Smartfren is a product which suitable for young people and Face Book user. It proves that Smartfren provides features such as best camera, wide screen, and the high speed connection that make it easy to capture every moment and share it to the world.



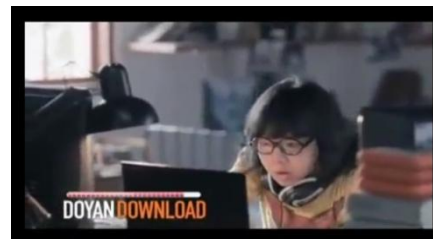
**(Picture 4)**



The scene changes to the close up of Smartfren tablet. It shows a fat man who dances and wears “*Shy*” costume. He does *Gangnam style* dance in his living room where a young woman looks strangely to him while sweeps the floor. Here, the man records it uses Smartfren tablet that connected to YouTube. It means the advertiser indicates Smartfren as an appropriate gadget for people who want to be a Youtube Artist and have many likers as like as the man on picture 4.



**(Picture 5.A)**



**(Picture 5.B)**

In the next scenes, there are extreme shots of Smartfren Modem and a fat boy who seems busy with his laptop. These pictures denote Smartfren products are created for people who likes spend their time by downloading file on internet.



**(Picture 6)**

The camera shifts to the close up of Smartfren tablet which shows the speed of Smartfren in downloading process. It denotes that Smartfren provides a high speed internet service up to 14.7 Mbps (see picture 6). The advertiser emphasizes the speed of Smartfren through zoom out the percentage of Smartfren

connection. In relation with the previous scene, the advertiser shows that use Smartfren is a Smart way to get a better internet service.



**(Picture 7.A)**



**(Picture 7.B)**



**(Picture 7.C)**

Next, pictures 7 above present some people who enjoy their activity with Smartfren mobile phone. First, picture 7.A shows a bearded man who is hobby on chatting use Smartfren mobile phone. Then, the next scene shows a teenager sits in front of a store and operates Face book and always smiles (see picture 7.B). It continues by picture 7.C which show an interior shot of restaurant. There is a young woman has dinner with her boyfriends. She pictures the dishes and uploads it on twitter. By those scenes above, it is clearly denotes that Smartfren identifies its consumer. Therefore, Smartfren facilitates people to chats via message, updates status and twitter complacently. It is because Smartfren have an achievable tariff for its consumer and it is supported by the next scene below:



**(Picture 8)**

On picture 8 above, it shows a close up shot of Smartfren Andromax mobile phone in white series. It also shows how Smartfren make people easier to capture every moment in their live. Here, it kinds of solution of Smarfren service for people who wants an effective cost to communicate with others.



**(Picture 9)**

Then, those pictures above present a man who talks with his friend by Smartfriend Andromax mobile phone. The man keeps chatting everywhere and every time such as, in the kitchen, sport center and healthy center as picture 9 above. It is the last identification scene, where the advertiser wants to convey that Smartfren user is a person who loves chatting every time.



**(Picture 10)**

The picture 10 above, it shows a family who use Smartfren Gadget to accompany their quality time. They seem happy and enjoy that moment. It denotes that Smartfren is a family's friend. The advertiser recommends people to use Smartfren to make their moment more interesting.



**(Picture 11)**

In the end of this commercial, there are some scenes which show how people feel happy of being Smartfren user. All people on the scenes above leap on the shady road smile and wave their gadget to the viewer. It seems the people have found a good product and want to promote it to the other people. By this scene, the advertiser tries to ask more people join as Smartfren user.

Based on the analysis above, the writer found that almost Smartfren commercials present some panoramas, interior and exterior shots, and more close up shots of Smartfren products which is going to promote. Then, Slogan and the symbol of Smartfren appear in the end of scene. In addition, those three commercials have similar scene in every ending shot. All people seem happy, hanging on their Smartfren Gadget and show it up to the viewer. Finally, people may evoke phrases and words that cannot be conveyed in the speech or writing through those pictures as like as on ‘*Domino Effect*’ commercial. Pictures on Smartfren commercials present scenes and stories which are reflected people daily activities and problem on society. It means, Smartfren in producing their products are oriented to the society demand. So, the pictures on every smartfren commercial hopefully attract people attention and persuade them to by their products.

#### 4.1.2 Music on Smartfren Television Commercial

On television commercial, jingle is an important part of advertisement for some company. It is a collection of words and tunes with special meaning. Thus, Smartfren in conducting a television commercial creates its jingle to deliver the philosophy of the product, rather than use famous artist or buying a song which actually is not bring together with its insight brand. In this research, the writer uses three Smartfren advertisements become the object study where two of them use Smartfren jingle.

The combination of lyrics with rhythm, tone, beat, even speed also influence the effect of jingle or song to produce an easy listening song. Nevertheless, the writer has not skill to analyze it because it is not her field. So, the writer focuses on the lyric as the linguistic study. Lyric of the jingle and song that use on Smartfren commercial are also a kind of speech. The writer explains those modes on different part, to show the detail of the relationship among advertisement modes. The complete lyric of each song present on Appendix. Then, the interpretation of the words on each jingle is presented below:

##### a. **“Gadged keren” Smartfren commercial**

(1) *Laa..laa..laa...live smart*

The phrase above is the first line of ‘*everybody be who you want to be*’ jingle. It mentions the slogan of Smartfren, that is ‘live smart’. This phrase means Smartfren wants to show people how to enjoy live in Smart way or they want to show what smart live is.

(2) *You got something you want to say  
Don't wait for another day*

The lyric above literally refers to the audience or Smartfren target. Smartfren proposes that if people have something to be said or express it to the all people, they have to say it soon and do not delay it. It means that Smartfren asks people to do something efficiently.

(3) *You got something you want to do  
Don't wait at the end of queue*

The next lyrics (3) also denote that if people have something to do, be a smart people by doing it earlier. Those lyric above refers to the user of Smartfren Andromax mobile phone where they want to say and do anything, let's make it real use Smartfren Product (see picture 3-5).

(4) *Use this time  
Shimmer and shine*

It visually created puns continues. Those phrases connote that Smartfren era (the rising of Smartfren products) is the bright time to make people's dreams to be happening. 'shimer and shine' are two words which refers to the precise time, or good opportunity to of arising Smartfren products.

(5) *Everybody be who you want to be  
No what you think others want to see*

These lyrics express that every people have to show their personality up. Do not cares about what the other people want to see or opinion, be yourself and do what you want to do as Smartfren which asks people being themselves.

(6) *Gotta live to express  
And let nothing hold you back*

“*Live to Express*” in the context of some Smartfren scenes, it means that people have to express their feeling directly and do not wait for something to drive away. Express it uses Smartfren Andromax Phone. As like as the scenes on Smartfren commercial which shows its fast internet connection and the superiority of its product.

(7) *Say what you want*

The number 7 above, it shows that Smartfren asks people to be brave to show their personality up or it is simply proposes people to conveys what things become their desire and etc.

(8) *Come on shout it out on the world  
Let nothing hold you back.*

These phrases analogically mean the effort to deliver what is in people mind. “*come and shout*” means say, express people’s feeling and the connotation of the word “world” also refers to the wide range of networking, unlimited connection and huge relationship of Smartfren user. These phrases also means Smartfren supports people to convey their idea, feeling and opinion to the public by its products.

The lyrics of the jingle above tell about how people can enjoy their live in a smart way through Smarfren gadget. It also denotes that Smartfren stimulate people and suggest them to do precious thing on their live. At the beginning of this jingle, it also mentioned the slogan of Smartfren that is “live smart” that becomes the message of this jingle. The second Smartfren jingle is applying on:

**b. “To Celebrate With Me” Smartfren Commercial**

*(1) Live..live..ooh..ohh  
la...aa..laa..laa..*

The words above are being the introduction of the music. It derives from Smartfren slogan “live smart”. The word “live” means the alive, what the live is and how to enjoy the life. It explains by the next lyric:

*(2) To keep in touch,  
To say I miss you  
To be whatever you want to be*

The next phrases above refer lexically to the people who want to communicate with other people and do everything that they want. The connotations of those phrases refer to the Smartfren user where they keep relationship by chatting use Smartfren mobile phone.

*(3) To fall in love  
To fill in words  
To be famous and spontaneous*

In number 3 above, still denotes how Smartfren ask people to enjoy their choice, their live to love or have desire of something and conveys it. Smartfren appears to facilitate them. Then, the words ‘*famous*’ and ‘*spontaneous*’ means Smartfren makes or facilitates people to be a popular actor/actress spontaneously through its features such as: YouTube, Face book, Twitter, Instagram, etc.

*(4) To be whatever you want to be, so celebrate with me*

It means that Smartfren wants to be a part of people live. In other word, Smartfren is an important gadget which cannot be leave from people daily activity



because of its function, its superiority and its ability to serve people in communication field.

Both jingles above contains of stimulus, suggestion of living Smart and how useful Smartfren in facilitating them. It conveys in simple word and catchy tune that makes people easy to listen it although the lyrics use English. Roberto Saputra (head of brand and corporate communication marketing of Smartfren, Inc.) argued that based on the audience research, the consumer target of Smartfren products are man and woman in the range of 15-35 years old. He also explained about music is a lifestyle for his target, so Smartfren company try to create a positive, energy, upbeat and catchy music for its jingle ([www.marketing.com](http://www.marketing.com)).

### c. “Domino Effect” commercial

Therefore, the last Smartfren advertisement also uses a song on its advertisement, although it is not the jingle of Smartfren. It is entitled “The Star”, famous as lullaby song but actually it is a poem by Jane Taylor 1860. On Smartfren television commercial, the lyrics are only sung as a part. The lyrics are:

(1) *Twinkle, Twinkle little star*

It literally means to the flickering star in the space. It seems like a soliloquy where someone watches the sky and finds stars light up there, he/ she wants to say something to the star.

(2) *How I wonder what you are*

The lyric above denotes that it kinds of an admiration feeling toward star. Here, someone have a great feeling about its dazzling that makes him wants to know what actually they are.

(3) *Up above the world so high*  
*Like a diamond in the sky*

The word “*diamond*” is the sparkling Star. On the high, up the world, there is a little and much alight thing as like as an impressive diamond. It refers to someone which feels amaze with the universe.

(4) *When the blazing sun is gone*  
*When he nothing shines upon*

The lyrics above show that it relates to the beautifulness of the night, where the blazing sun gone and occur as long as the sun disappears. It also emphasizes that this song is telling about star as the diamond of the sky.

As the song history, “The Star” is known as lullaby song that is utilized by Smartfren advertiser to accompany the picture of “Domino Effect” commercial. It is different with the two Smartfren jingles which slightly expose the advantages of Smartfren product, “The Star” song give effect a lazy and sleepy circumstance. The writer agrees that this song is appropriate for “domino effect” commercial since it presents a story about how long people wait for internet connection that makes them feel sleepy.

#### **4.1.3 Speech and Writing on Smartfren commercials**

Cook (2001:53) said that as such they make fullest use of music, song, images and dialogue together, though it is interesting to note that they revert in their final moment to a more traditional reliance on writing and speech. It means, what are the effects of picture and music in its combination is going back to the speech and writing as the final mode on commercial.

In Smartfren commercials, speech means the expression of idea or thought, feelings, opinion, which is meaningful and vocalized by articulate sound. Here, the speech almost appears in the end of commercial as the short conclusion or the core message that wants to be delivered by the advertiser. In other hand, Written is the text which appears during commercial and it is a complement of speech or spoken Language. Nevertheless, the speech in this research also present in text form. The analyses are below:

#### **4.1.3.1 Speech**

*(1) Puas jadi diri sendiri dengan Gadget Keren, Smartfren!*

*(Satisfied being ourselves by attractive Gadget, Smartfren)*

The spoken text above constitutes the short statement to conclude the message of this commercial that is conveyed in the end of scene. It follows by logos and Smartfren official website picture (*Gadget keren*, picture 12.B-12.C). As an advertisement message, this statement suggests people to be proud or satisfy being themselves through Smartfren Andromax Products.

*(2) "Karena siapapun kamu dan apapun kebutuhannya hiduplah dengan cara smart dengan bergabung di jaringan anti lelet Smartfren" (because whoever you are and whatever you need are, live smart by joining Smartfren anti-slow network)*

In point 2 above, it is the only spoken on "to celebrate with me" Smartfren commercial. It is vocalized in the end of commercial by man voice. This spoken is used by the advertiser to emphasize their idea, message or opinion in order to suggest people being Smartfren user.

Based on the data, speech or spoken on Smartfren commercials are only appears on *Gadget Keren* and *to celebrate with me commercial*. In *Domino Effect* commercial, there is no spoken or speech except the song which is used by the advertiser.

#### 4.1.3.2 Writing

(1) *“Keren itu....Lebih dari pamer status, lebih dari ribuan likers atau punya jutaan followers” (Being cool is more than just showing status off, thousands of like, or millions of followers)*

In the beginning of this commercial, the sentence above appears alternately in accordance the scenes. By that sentence, Smartfren is represented by Kwik conveys that an impressive thing if people do something unusual. The advertiser has an opinion that being a cool person is not only about posting status, has thousand likers or millions follower. The advertiser continuous their opinion as below:

(2) *“Keren itu....Saat kamu jadi diri sendiri kapanpun dimanapun” (Being cool is when you be yourself anytime anywhere).*

The clause above explains that a cool thing is come from people soul, when people try to do different thing as their character every time, however, they can be said cool people. This sentence explains what the truly condition which mentions in the previous explanation.

(3) *“Dengan paket Smartplan 50rb/bulan, di jaringan Evdo setara 3,5 G” (by Smartplan package 50 thousand /month, in Evdo Network equal to 3,5G)*

Here, the advertiser shows that smartfren offers Smartfren internet package to support people be a cool person. By mentioning the speed of Smartfren service and its price, it means that the advertiser shows the advantages of Smartfren.

*(4) Nikmati kuota 1,5GB data (Enjoy 1,5GB Data Quota)*

*Gratis 20 menit ke operator lain ( 20 minutes free for other provider)*

*Gratis Nelpon ke Semua Smartfren (free call for all smartfren)*

The last written above present the advantages or superiorities of Smartfren product. Smartfren offers internet data quota until 1, 5 GB, free telephone to the other provider and unlimited free telephone for all Smartfren user. These advantages are adapted to the customer needs. Every people may need a cheap and satisfy service from a provider and Smartfren provides their product and service to answer all of people requirements.

*(5) ‘Join us, live at the speed of Smartfren, I hate slow’*

The statement above is an effort to ask people being a Smartfren user. Smartfren offers a high connection service as like as Smartfren slogan.

*(6) [www.smartfren.com](http://www.smartfren.com)*

*Smartfren, Live Smart*

Slogan and official website of the company always appear in the end of Smartfren commercials. It uses to inform people that everything about Smartfren product and its development are announced or provided on that website.

*(7) ‘Untuk kamu yang...Tukang check in, Facebook narsis, Artis Youtube, Doyan Download’ (for you who are check-in maniac, face book narcissistic, YouTube artist, download maniac).*

The statement above denotes that the advertiser tries to recognize their consumer. Smartfren is produced for people who have passion on social media and Smartphone where it provides some application, such as: Face book, YouTube which connects to the worldwide. Then, Smartfren also has Modem that make people are easy to download and access internet.

(8) *“Cara Smart, Internetan ngebut up to 14,7Mbps” (smart way, spending Internet up to 14,7 Mbps).*

Number 8, the advertiser seems give a smart solution to the people who wants a speed service of internet. They ask people to use Smartfren internet service which has capability speed up to 14, 7Mbps. So, it may useful for people who will not a slow internet connection.

(9) *“Untuk kamu yang chatting melulu, status ngalay, apa-apa twitpic” (for you who chat all the time, cheesy status, twitpic always)*

Here, the advertiser also mentions that Smartfren is tended to all people who like chatting every time and everywhere, updates cheesy status on Face book, and share every moment on twitter. In this case, Smartfren has solution to facilitate people in doing their passion as mention as above which is showed below:

(10) *“Solusi Smart, internetan unlimited mulai 49.000/bulan” (Smart Solution internet unlimited start from 49K/month).*

The next written text above also shows suggestion. Smartfren offers an internet data service with unlimited quota. It gives advantages for the people who like accessing internet unlimited only by at once registration per month.

(11) *“Untuk kamu yang miscal doank, Kring-kring terus”* (for you who missed-call maniac, kring-kring always).

The last, the advertiser wants to show that Smartfren is an appropriate gadget for all people who like chatting complacently. It is because Smartfren gives free call for each Smartfren user. It can be seen from the next statement below:

(12) *“Teman smart: Gratis telephone kesesama smartfren”* (Smart friend: free call to all Smartfren).

Finally, the written above shows that Smartfren give solution to every problem which is relate to the communication service or internet. In this point, the advertiser denotes an advantage which is gained by each Smartfren user. It is because Smartfren gives free call to all Smartfren users.

#### **4.2 The Way of Applying Persuasion Technique on Speech and Writing**

The purposes of persuasion on television commercials are attracting people emotion and suggest them into certain idea, opinion and change their belief through oral and written language. However, to persuade people through a television commercial, it needs certain appeal and techniques of persuasion.

The advertisement appeal are categorized into six aspect, they are: Feature appeal, competitive advantage appeal, favourable price appeal, news appeal and popularity Appeal. This aspect will emphasize the superiority or advantages the product. Nevertheless, to convince people through television commercial, there are some basic ways and persuasion techniques which have to use by the

advertiser. Those basic ways of persuasion are: (1) *Personal Character of the Speakers*, (2) *Putting the audience into a certain frame of mind (ability to control emotion)*, and (3) *Apparent proof or Evidence*.

Then, by the basic of persuasion and advertisement appeal above, the technique of persuasion will run well. First, *Rationalization technique* is an effort to persuade people by giving a basic thought of problem. It can be seen from this Statement: (1) *“Keren itu....Lebih dari pamer status, lebih dari ribuan likers atau punya jutaan followers” (Being cool is more than just showing status off, thousands of like, or millions of followers)*, (2) *“Keren itu....Saat kamu jadi diri sendiri kapanpun dimanapun” (Being cool is when you be yourself anytime anywhere)*. These statements are an effort to give a fundamental thought/ ideas where it purposely wants to make people aware about different perspective of being a cool person. In this point, Smartfren has opinion that being a cool person is more than have popularity on social media, but it is about how the way people enjoy their life. This idea is used to create a connection between the advertisers with viewer where it is known as ability to control emotion.

Identification technique is needed in a commercial to identify the object of the product. It is a key to reach successful in the market. The advertiser has to know, who their consumer are, what kind of circumstance that make their product suitable with the customer and the product are produced for old people, young people, children, etc. This commercial uses more of identification technique, it can be seen from written text point (7) *“Untuk kamu yang...Tukang check in, Facebook narsis, Artis Youtube, Doyan Download” (for you who are check-in*



*maniac, face book narcissistic, YouTube artrist, download maniac*), (9) ‘‘*Untuk kamu yang chatting melulu, status ngalay, apa-apa twitpic*’’ (for you who chat all the time, cheesy status, twitpic always), (11) ‘‘*Untuk kamu yang miscall doank, Kring-kring terus*’’ (for you who missed-call maniac, kring-kring always). The advertiser uses those statements because Smartfren products are produced for people who like enjoying social media activity especially for teenagers. Moreover, old people, children, poor or rich people, educated and uneducated people also become the target of this product because accessing internet is not necessary a certain skill, all people can do it. Smartfren products also sell with low up to high price that make possible people to buy it.

Suggestion technique becomes the third important persuasion technique on a commercial. It is used to influence the consumers by giving stimulation in the form of utterances or written text. Suggestion is an answer of people problems in their circumstance. Almost all Smartfren commercials use this technique which shows through some statements, such as: (1) *Puas jadi diri sendiri dengan Gadget Keren, Smartfren!* (Satisfied being ourselves by attractive Gadget, Smartfren), this statement suggests people to be proud or satisfy being themselves through Smartfren Andromax Products. The other, (5) *Join us Live at the speed of Smartfren*’’ the advertiser asks people to join with Smartfren service which give high speed of internet connection as like as its slogan ‘‘I hate slow’’. The advertiser also present the official website of Smartfren (6) ‘‘*www.Smarfren.com*’’, it denotes that Smartfren wants people to join in this

website so they will know all of information about Smartfren Company. This is called with *news appeal*.

Next, suggestion technique is also showed by this statement: : (2) *“Karena siapapun kamu dan apapun kebutuhannya hiduplah dengan cara smart dengan bergabung di jaringan anti lelet Smartfren”* (because whoever you are and whatever you need are, live smart by joining Smartfren anti-slow network). Here, the advertiser asks people in all of condition to be the smartfren user.

Thus, (3) *“Dengan paket Smartplan 50Rb/bulan, Di jaringan Evdo setara 3,5G”* (by Smartplan package 50 K/month, in Evdo Network equal to 3,5G). The nominal *“50 K /month”* means that Smartfren tries to appeal people by providing a service with a standard tariff, this way is called with *Favorable price appeal*. (8) *“Cara Smart, Internetan ngebut up to 14,7Mbps”* (smart way, spending Internet up to 14,7 Mbps), (10) *“Solusi Smart, internetan unlimited mulai 49.000/bulan”* (Smart Solution internet unlimited start from 49K/month) and (12) *“Teman smart: Gratis telephone kesesama smartfren”* (Smart friend: free call to all Smartfren) are the other suggestion techniques which present the superiority of Smartfren product, such as the speed of Smartfren network and its price.

The last persuasion technique is conformity. This technique used to show people that the product is created based on the people need. It is the superiority of the product and something that make them different with others. One of statements which show this technique is: (4) *Nikmati kuota 1,5GB data* (Enjoy 1,5GB quota Data), *Gratis 20 menit ke operator lain* (Free 20minutes to other provider), *Gratis Nelpon ke Semua Smartfren* (free telephone to all Smartfren).

From those phrases, the advertiser shows the features of Smartfren product that is categorized as *feature appeal*.

Overall, speech and writing of Smartfren commercial contains of persuasion techniques. The language use, the combination of picture and song, are the part of discourse study. To make a great impact of this modern discourse, advertisement needs an appropriate combination of picture, song, speech and writing on its presentation. It is because the effect of an advertisement is not come from the major mode alone; remember Smartfren conducts a persuasion through television which relies on moving picture, music, speech and writing. Nevertheless, it does not mean that the languages and pictures on commercial guarantee a great evident of what the advertiser belief. The contents of a commercial may give an aid or warning to the society to solve their problem and move away from a bad condition. As Cook (2001:61) said nothing could testify more strikingly to the advertiser faith in the superior power of pictures over words than their evident belief that it was still worth advertising in these conditions.