

CHAPTER I

INTRODUCTION

1.1 Background of The Study

In this modern era, human being is also terrific to persuade others. It can be seen from the fact that there are many lies in society caused by human behavior. This is because a good human being has the ability to convince others to do what their objectives. In other words, human have good skills in persuasion. Because the human persuasion can lie without knowing that they are being laid.

Persuasion is derived from Latin "*persuasion*" means "to persuade", "persuasive (adj)" it is defined as a process of communication which is purposed from the speaker to persuade listener (Groller Webster International Dictionary, 2000: 708). Persuasion is communication that is intended to alter or influence the beliefs, attitudes, and behavior so as to act in accordance with what is expected by the communicators. Persuasion communication is communication affecting the audience, so as to act in accordance with what is expected by the communicators.

The success of a company in marketing is how the company is able to attract the attention of consumers by providing complete information about products offered for consumers to be interested. One way to provide this information is through advertising. This is consistent with that proposed by Kotler (2002:235).

"To display a message that is able to persuade, is able to generate and maintain consumer memory products offered will require the appeal to target consumers. The appeal of advertising is very important that these objectives have interest to buy".

Based on kotler (2002:235) statement, the advertisement becomes a very important part because it can be an attraction for consumers in making purchasing decisions.

Nowadays, advertisement becomes the trend setter. Many companies introduce their products by using advertisement. Advertisement can change the mind set of someone. Without advertisement, the companies have difficult to introduce their products to the entire society. Imagine if a product cannot be marketed, it is surely lost. Many ways in which to offer products or services that one of them through advertising or Advertisement, through advertising people know about the product so that when people read or see interesting in the products or services offered, they would definitely buy these products resulting in the transaction.

Advertising is the paid non personal communication of the message intended to sell or promote a product, service, person, idea, or issue. The sponsor of the message is almost always identified. The media employed to transmit advertising include newspapers, magazines, television, radio, direct mail, and so on. The goal of advertising, which may be regarded as a marketing tool is to persuade, remind, or inform the target audiences. (Wilson, 1998:1)

Based on the opinion of Wilson (1998:1), it shows that the purpose of advertising is increase sales volume by way influence the opinion of the consumer to buy certain goods or services, which may take the form of advertising text, images. Text and image combinations aimed at the wider community with the aim of notice.

From the above studies focused on the use of persuasion techniques in television advertising. This study takes this topic because the researcher intends to investigate the types of persuasion techniques and how persuasion techniques used in television commercials. In addition, the results of this study are expected to contribute in Discourse Analysis on persuasion techniques in advertising.

The last, from the strategy that persuasion techniques are very important in daily life, particularly in the area of advertising, then, there is little research that has examined

the persuasion techniques in television advertising. So, that makes me interested to examine it. This study focuses on the persuasion techniques used by POND'S Cosmetic in Television Advertisement.

1.2 Statement of Problems

1. What is the type of persuasive technique used by POND'S Cosmetic in Television Advertisement?
2. What is the strategy of using persuasive technique by POND'S cosmetic in television advertisement?

1.3 Objective of The Study

The objective of this research is to find out:

1. To describe the type of persuasion technique that used by POND'S Cosmetic in Television Advertisement.
2. To describe the strategy of using persuasion technique by POND'S Cosmetic in Television Advertisement.

1.4 Significance of The Study

The study of persuasion in this thesis gives some significance to the readers in some ways to elevate their knowledge. First, the readers know what the type of persuasion technique clearly and the strategy used in advertisement in television. Second, the readers understand that persuasion can be applied in many television advertisements that we have ever seen.

In addition, the researcher hopes that the readers have encourage to learn deeper about persuasion to know how to persuasion people in the good way. This research is also expected to be useful for the English students who are studying about the discourse analysis focused on the type and strategy of persuasion technique.

1.5 Scope and Limitation

The scope of this research was discourse analysis. In order to avoid a broad discussion, it was necessary for the researcher to limit the discussion because they were many elements in the cosmetics advertisements that can be analyzed. The researcher limits her research only on persuasion technique. She focused her research on types of persuasion and the strategy of using persuasion language advertisement which were shown by POND'S Cosmetic Advertisement.

1.6 Previous Studies

The researcher reviews her analyze by taking the previous study of researcher who has already conducted the study on the language used in advertisements. First it is taken from graduate student's thesis in Faculty of Humanity and Culture of the State Islamic University Malang, namely Endang Purwanti, (2009). She has observed *A Discourse Analysis of Persuasion in Cellular Card on Banner Advertisement*. From the results of her research find persuasion techniques contained in the discourse of persuasion cellular card on a banner advertisement is a rationalization, identification, and suggestibility.

The second previous study takes from zainiah a'yun (2008). She has observed *Techniques of Persuasion Used in Advertisements Presented by SCTV Presenters*. From the kinds of techniques of persuasion used by SCTV presenters are indicated not only by

the creativeness of the advertisers in chosen the words to save the time and price but also the usage of an idol as the spokes person to attract the consumers' attention. The findings of the researcher showed that most of English languages in advertisements used by SCTV presenters are; suggestion, rationalization, identification and conformity techniques.

The previous study can really help the researcher to understand and to know more about persuasion. In this research the researcher uses Keraf's concept of persuasion technique to reveal the statement of problems.

1.7 Definition of Key Term

1. **Discourse Analysis** refers to efforts to assess the use of language above the sentence or clause, and therefore, discourse analysis examines linguistic units such broader conversation (oral discourse) or write text. Stubbs (1984)
2. **Persuasion:** Persuasion is derived from Latin "*persuasio*" means "to persuade", "persuasive (adj)" it is defined as a process of communication which is purpose from the speaker to persuade listener (Groller Webster International Dictionary, 2000: 708).
3. **Advertisement** Advertising is any delivery of information about goods or services by using paid non personal media. Belch and Belch (2001:15)
4. **Pond's** is a brand of beauty and health care products, owned by the multinational company Unilever. The products are widely used by young women as well as housewives because they have a wide variety of products.
5. **Television** is a telecommunication medium that is used for transmitting and receiving moving images and sound. In a broader sense, television can also refer to images that are monochrome (black-and-white) or color, or images with or without accompanying

sound. *Television* may also refer specifically to a television set, television program, or television transmission. (<http://en.wikipedia.org/wiki/television>).

Pond's used media television because television more effective than radio, newspaper than the other. From television the audiences can see image, sound and model expression.

6. Technique of Persuasion is analyzed from utterance of model.

7. Strategy of Persuasion is analyzes from narrator.