

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical framework

2.1.1 Discourse Analysis

Understanding discourse analysis proposed by some experts. In general, the experts argued that, the notion of discourse analysis is by comparing the limits of discourse. Some experts say that the definition of discourse analysis is analyzed of the language used or the use of language in the social context of language. Stubbs in the *Discourse Analysis: The sociolinguistic Analysis of Natural Language* (1984:1) expressed his opinion about discourse analysis, as follow.

Discourse analysis uses rules or language boundaries. The rules of syntax or grammar include sentence and must pay attention to the phenomenon of discourse. Brown and Yule (1996: 1) explain that the analysis of discourse is, necessarily, the analysis of language in use.

McCarthy (1997: 32) discourse analysis is a vast subject area within linguistics, encompassing as it does the analysis of spoken and written language over and above concerns such as the structure of the clause or sentence.

Based on some of the above understanding, discourse analysis is the science that addresses how the use of language to digest what was presented by the presenter verbally. In conversation include the analysis of spoken and written language related to the structure of a sentence or clause.

2.1.2 Persuasion

Persuasion is derived from Latin "*persuasion*" 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).

Persuasion 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 communicator persuasion communication that is communication is affecting the audience, thereby acting in accordance with what is expected by the communicators. Burgon & Huffner (2002: 74) summarize some of the opinions of several experts on the definition of persuasion communications as follows;

1. The process of communication aimed at influencing the thoughts and opinions of others in order to adjust their opinions and wishes communicator.
2. The process of communication that encourage or persuade another person with the purpose of changing attitudes, beliefs and opinions as you wish communicator. In this definition of 'call' or 'persuasion' is no element of duress / coercion.

2.1.3 Type of Persuasion

Companies use advertising to accomplish specified goals. This might include introducing a new product, informing consumers about changes to existing products, boosting sales or the company's overall profits, or improve the company's reputation. In particular, persuasion advertising works to persuade customers that they should associate themselves with the product or service because of its quality, low price, and added value perks such as a free gift with purchase or perceived desirability among other consumers. Susanto (1989:213). Divides types of persuasion advertising that will most appeal to

your target demographic. They may take some experimenting, such as: Testimonial, bandwagon, celebrity and incentive.

1. Testimonial

One type of persuasion advertising includes the testimonial. In Susanto (1989:213) a testimonial format advertisement, consumers see, hear or read about another person experience with the product of service. Companies sometimes use "man-in-the-street" style testimonials to persuade consumers of their product's worthiness; for example, 1) Television advertisement might show a woman with gleaming hair, talking about how her fruit-scented shampoo leaves her hair feeling soft, shining and supple. Another approach is to hint at professional testimony; for example, 2) Another television advertisement might picture a man wearing a white lab coat and stethoscope talking about how an organic baby food brand is safer and healthier for youngsters. Presenting an "official" figure such as a doctor may help persuade consumers that the health care industry backs the product.

2. Bandwagon

Another persuasion advertising type is the bandwagon approach. In Susanto (1989:213) this style, companies persuade consumers to buy their product by demonstrating that many other consumers have already made the purchase and are satisfied with it. For example, television advertising spot might state that a particular car dealership has nearly sold out of a desirable car model because local consumers are rushing to buy the car. This might persuade consumers that since friends and neighbors are buying the car, they should consider purchasing the car, too. This advertising method is particularly effective when the company hints that the product is or has been especially appealing to "hip" consumers; consumers not wanting to be left out may feel increased pressure to purchase the item.

3. Celebrity

In Susanto (1989:214) Celebrity endorsements can also persuade consumers to buy a particular product. For example, consumers flipping through a trendy fashion magazine may stop to note that a famous model is endorsing a particular brand of lipstick in a print advertisement. Professional car racers can endorse motor oil or brand-name tires, or an actor with a familiar voice may endorse a product in television advertisement voiceover. Consumers wanting to emulate celebrities they hold in high esteem may be persuaded to purchase the product they're touting.

4. Incentives

In Susanto (1989:214) consumers can also be persuaded with an advertising type that includes incentives for buying the product. For example, some consumers may not care if a celebrity endorses their local grocery store but can be persuaded to visit the location with a special two-for-one coupon. Consumers interested in purchasing a new stereo system may be persuaded to close the deal after learning that the stereo comes with free installation. Lowered prices, free goods or promotional package deals can also persuade customers to purchase goods or services.

2.1.4 The Strategy of Persuasion

The strategy persuasion used by advertisers who want you to buy their product can be divided into three strategy categories: pathos, logos, and ethos. Aristotle (1954:75)

1. Pathos: an appeal to emotion. (Aristotle, 1954:75)

An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking sprite. Other times,

advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

2. Logos: an appeal to logic or reason. (Aristotle, 1954:75)

An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs. As we know Citrus fruit with flavors of fresh and nutritious. Beside rich in vitamins and minerals, this fruit also contain dietary fiber that is essential for the growth and development of the body. Compounds in sweet orange rich in vitamin C, potassium, and folid acid, may serve to inhibit cancer cells. In addition to fiber, yellow fruit also contains hesperidins which can reduce the risk of heart disease, prevent cholesterol, and lower blood pressure.

3. Ethos: an appeal to credibility or character. (Aristotle, 1954:76)

An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that pepsodent is the better than any other brand. That proofs this strategy suitable with customer. Because the statement is an example of this proven customer can trust most of the people already using and trusting the product to be consumed.

2.1.5 Techniques of Persuasion

Keraf (2003:124-131) argues that techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

1. Rationalization (keraf, 2003:124)

It is the use of mind process to give a justification for a certain problem. In this technique, the presenter or the advertiser needs only some statements as the proof to justify the product's quality and to give this justification. The advertiser should know the audience's or consumer's needs, their attitude and belief. In persuading consumer, the advertiser gives some rationalizations.

2. Identification (keraf, 2003:125)

In this technique, the presenters have to analyze their audiences or viewers or consumers and the situation accurately, whether they are adult, teenager or children. By identifying them, the presenters will be able to show their product to the consumer easily.

3. Suggestion (keraf,2003:125)

Suggestion is an effort to persuade or influence people to accept the certain conviction without giving a principle or logical belief to the persuaded people. Usually the persuader will give suggestion by words and intonation. The process of suggestion, however, such as direction that involves getting the consumer to accept the product without thinking an idea, belief or action.

4. Conformity (keraf, 2003:126)

Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumer's condition. It involves attitude that taken by the advertiser to adapt him with the condition (circumstances) or to do action for not arising strained situation. Conformity is usually also considered as an action that will bring positive influence up to progress.

5. Compensation (keraf, 2003:128)

It is an action or a result from an effort to look for a substitute for something unacceptable or indefensible circumstance. In persuasion, the presenters can push the consumers to do an action that is wanted by the presenters by convincing them that they have ability to do what the presenters' done.

6. Displacement (keraf, 2003:128)

Displacement is a process that attempts displacing an intention or a matter that faces obstacles, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection.

7. Projection (keraf,2003:131)

The projection is a technique to make something that had become the subject object. Something character of a person does not want to be recognized again as the nature or his character, but raise as to the nature and character of others. If a person is asked to describe someone who is not his favorite, he will attempt to describe good things about himself. Mistakes made by a person tossed to another person, that other person is doing.

2.2 Definition of Advertisement

Advertisement here equated with the concept of advertising. Belch and Belch (2001:15) stated that Advertising is any delivery of information about goods or services by using paid non personal media. Advertising is a process of communication that has important strengths as marketing tools, help service, as well as ideas and ideas through certain channels in form of information that is persuasion.

Jones (2002:2) gives definitions of advertisement as a perpetually and relentlessly commercial enterprise. It builds or protects business, which normally means increasing or protecting sales and it is evaluated by its ability to do these tasks.

Another definition about advertising as a paid non personal communication, from an identified sponsor using mass media to persuade or influence an audience (William Lewis, 2000:4)

From the definition, it can be concluded that the advertising is the delivery of information of public about the goods or services offered through the mass media and through the media posted in public places.

2.2.1 Types of Advertisement

The types of advertisement based on destination according to Kotler (2002: 658) can be classified into three types, namely:

1. Informative Advertising (kotler, 2002:658)

These advertisements have the following characteristics.

- a. Purpose to establish or create awareness or recognition and knowledge about the product or new features of existing products,
- b. Inform the price changes and product packaging,
- c. Explain how the product works,
- d. Reduce the fear of consumers,
- e. Correct.

2. Persuasive Advertising (kotler, 2002:658)

These advertisements have the following characteristics.

- a. Aiming to create joy, preferences, and beliefs so that consumers want to buy and use goods and services,
- b. Persuasive the audience to choose a particular brand,
- c. Advise to buy,
- d. Changing consumer perceptions,
- e. Persuade to buy now.

3. Reminder Advertising (kotler, 2002:659)

This advertisement has the following characteristics

- a. Purpose to encourage repeat purchases of goods and services,
- b. Remind that a product has the possibility to is needed in the near future,
- c. Remind the buyer where to buy the product,
- d. Maintain awareness of products (consumer's state of mind)

- e. Establish a good relationship with the consumer.

2.2.2 Characteristics of Advertisement

According Djaslim Saladin (2003:133), there are four characteristics advertising namely:

1. Public Presentation

Advertising is means of communication that are very general

2. Pervasiveness

Advertising is a medium that absorbed thoroughly and allow the company to cope with competitors

3. Expressiveness

Advertising provides the opportunity to showcase the company and its products in an impressive manner with the use of taste, sound and color intelligently.

4. Impersonality

Advertisement always of a general nature, and reveals the power is still less convincing.

Based on the four characteristics such advertising can be concluded that, advertising is a communication proposition of a general nature that can display the companies profile and products and to convince consumers of the product.

2.2.3 Kinds of Advertisement

According to Bov'ee and Arens (1986: 11-17) the classifications of advertisements are:

1. Classification by target audience

The target audience is generally defined as that group of individuals to whom the advertisement message is directed. There are many classifications of the target of audiences. The two major ones are consumers' advertisement (television, radio, newspaper, and magazine) and business advertisement (concentrated in specialized business publications or professional journals).

2. Classification by geographic area covered

There are four classifications of advertisement based on geography; international advertisement, national advertisement, regional advertisement and local advertisement.

3. Classification by medium

Advertisement can be classified on the basis of the medium used to transmit the message. Medium is used to present an advertisement to its target audience; there are newspaper advertisement, magazine advertisement, and etc.

4. Classification by function or purpose.

There are three classifications of advertisement based on function or purpose; product and non-product advertisement, commercial and noncommercial advertisement, direct action and indirect action advertisement.

2.2.4 Media of Advertisement

According to Kotler (2005:289) states that planning should determine the ability of the media types to generate major media reach, frequency and impact. Each medium has advantages and limitations. This can be seen in the table:

Media	Advantages	Limitations	
Electronic Media	Television	Combine images, sound and movement.	High absolute cost, the selection of the audience less
	Radio	The use of mass, low cost	Only the presentation of the sound, lower attention than television
	Phone	Many users, chance provide personal.	Relatively high cost unless volunteers are used
	Internet	Selection of high audience, interactive possibilities, relatively low cost	Relatively new medium with a low number of users in some countries.
	Newspaper	Flexibility, timeliness, good range of local markets; widespread acceptance; level high confidence	Minimum use of short, quality reproduction ugly; customers were slightly; age the use of short
	direct-mail	Selected audience, flexibility, no advertisement competition in the same medium, personalization	The cost is relatively high; image "Junk mail"

Magazine	The selection of geographic and high demographic; credibility and prestige; reproduction high quality; age long use; forwarding good reading	Planning a long ad purchase; on the circulation in vain; there is no guarantee position
Outdoor billboard	flexibility; repetition high exposure; low cost; low competition	The selection of a limited audience; limited creativity
Brochure	flexibility; fully controlled; to dramatize the message	Excessive production can cause the cost of lost vain

2.2.5 Choosing Media Advertisement

In the selection of advertising media according to Kotler (2005:286) stages in the selection of the media is to decide the desired reach, frequency, and impact; choose among major media types; selecting specific media outlets; decide the appropriate media time; and decides the allocation of geographic media.

Buchari Alma (2004:182) argues, in the selection of advertising media (advertising) will depend on:

1. Areas that will be addressed
2. Consumers are expected
3. Appeal (attractiveness) used by the media
4. Facilities provided by the media in terms of cost

To select media, advertising decide how far the reach and frequency needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who saw or heard the campaign within a certain time period. Frequency

is a measure of how many times the average person in the target market to see or hear the message in question. Advertisers also have to decide on the desired media impact, quantitative values of serving the rapidly through certain media. For example, for a product to be demonstrated, messages on television may have a greater impact than messages on radio because television uses media images and sounds.

Planners must know the range, frequency, impact on every major media type. The major media types are newspapers, television, delivery by mail, radio, magazines, outdoor. Each medium has its advantages and disadvantages.

Media planning also noticed a lot of factors when choosing the media. Consumer habits will affect the selection of the target media. The nature of the message type and cost of products, Impact of media and costs should be reviewed regularly perpetually. With the characteristics of other media, the media planner must decide how much of each type of media to be purchased. So the planner to balance the cost of advertising media is measured against several media impact factors. First, planners must balance the cost against the quality of the media audience rides. Second, planners should consider the audience's attention. Third, planners must assess the quality of media vehicles. Advertisers must also specify how the advertising schedule within a year. Advertisers must choose either a continuous pattern of advertising and only in certain periods.

2.2.6 Function of Advertisement

Advertisement function is able to be categorized as marketing, communication, education, economic and social function (Bovee and Arens, 1986: 9-12): this is explained as follows:

1. Marketing function

Advertisement is useful for companies to increase their sales or profit, which is used to sell products, services or ideas.

2. Communication function

As communication function, the advertisement gives information to a group of people about products or services.

3. Education function

People learn from advertisement. They learn about the products that are available to them, and they can learn how they can make their lives better.

4. Economic function

Advertisement provides consumers with news of new products or prices and it gives industrial buyers important information about new equipment and technology.

5. Social function

Advertisement is one of the major forces that improve the standard of living in the country and around the world. As the social function, it gives consumers an attractive picture of the products available to them, advertising modifies them to buy.

2.2.7 Buying of Decisions

An understanding of consumer purchasing decisions include how individuals, groups, and organizations select, buy, use and do not use the goods or services. Understanding consumers is not easy for any consumer to decide certain purchase different and very varied. According to Kotler (2002:204), is:

"Purchasing decisions are decisions made by a prospective buyer regarding certainty will buy it or not".

According Djaslim saladin (2003:106) states that:

"Before reaching the stage of consumer decision to buy a product, it will pass through the stages of the process buying consumers".

Based on the above definition, consumers make a decision to buy it directly for their mental activity, consumers need a way to release tension something that had happened since they require the release of tension.

2.2.8 Types of Buying Behavior

Consumer decision making varies with the type of buying decision. Complex and expensive purchases may involve many considerations buyer and more participants. Djaslim Saladin (2003:17) suggested four types of behavior of the purchases made by the consumer, such as:

1. Purchasing Behavior Complex (Complex Buying Behavior)

Experiencing high consumer involvement in executing a purchase of a product when the product is expensive, infrequently purchased, high risk, and reflects the high self-expression. Experiencing high consumer involvement in purchasing a product with significant differences among various brands of existing products.

2. Purchasing behavior that reduces the mismatch (Dissonance-reducing buying behavior)

Consumers purchase experience to reduce the mismatch, when they have a high involvement in the purchase of a product, but do not see any real difference between the various brands of existing products.

3. Purchasing behavior based on habit (Habitual buying behavior)

Very low consumer involvement and no significant difference in the various brands. In this case the consumer is not actively looking for information about a brand, or in evaluating the characteristics of the product. Purchasing is done basically through customs, which raises loyalty to a brand.

4. Purchasing behavior which seek diversity (Variety-seeking buying behavior)

Low consumer involvement, but exposed to various choose brand products to be bought. In this case the consumers choose one brand of products among various brands. But at a time when consumers buy branded products with a variety of other reasons (eg, bored).

2.2.9 Factors Influencing buying decision

Consumer in making a purchase decision is influenced by several factors, according to Kotler (2000:183). Factors that influence buying behavior are:

1. Cultural factors

Cultural factors that influence the broadest and most in the purchasing behavior of consumers, Marketers need to understand the role played by culture, sub-culture and social class buyers.

a. Culture

Culture is the most fundamental determinants of a person wants and behavior. Lesser beings generally determined by instinct. While the man, his behavior is usually studied from the surrounding environment. So the values , perceptions, preferences and behaviors between livings in a particular area may be different with other people who are another environment anyway. Highly recommended so marketers see the culture shift to be able to provide new products that consumers want.

b. Sub Culture

Each culture has a smaller sub- culture, or a group of people with the same value system based on the experience and the same life situations. Such as nationality groups residing in the area will have a taste and distinctive ethnic interests. The presence of existing religious groups, Geographical area is a sub-culture of its own. The number of sub-culture is an important market segments and marketers often find benefit by designing products tailored to the needs of the sub-culture.

c. Social Class

Social class is a relatively permanent arrangement and regularly in a society whose members have values, interests, and behavior are the same. Social class is not determined by a single factor such as income but measured as a combination of jobs, income, wealth, and other variables. Social class reference shows the different products and brands.

2. Social Factors

Consumer buying behavior affect by social factors such as small groups, family, roles and social status of the consumer. These factors strongly influence consumer responses. Therefore, marketers should really take it into account in their business marketing strategy.

a. Reference Group

Person behavior is influenced by many small groups. Groups that directly affect its members called him a person into membership groups. It's called the primary group, which is where the members do not normally interact such as family, friends, and so on. There is also the so called secondary group that is one not formally interacts regularly, for example, is the organization.

Reference group is the group that is the point of comparison through face to face or indirect interaction in the formation of one's attitude. People are often influenced by a reference group where he does not belong. A marketer in this case seeks to identify the reference groups of the target market. This group can influence the choice of products and brands will be chosen someone.

b. Family

Family members can give buyers a strong influence on buyer behavior. Family orientation is a family consisting of parents who give direction to the appreciation of the religious, political and economic activity, and the formation of self-esteem. Even if a person is no longer associated with the elderly, the influence on the behavior persists, while the family of procreation, the family consisting of husband and wife and children. Marketers need to determine how the interaction among family members in decision making and how much influence each of them. By understanding the dynamics of decision making in the family, marketers can be helped in determining the best marketing strategy for the appropriate family members.

c. Role and Status

One position in each group can be defined in terms of role and status.

Each role carries a status reflecting the general appreciation by the public.

3. Personal factors

The decision was also influenced by a person's buyer's personal characteristics such as age and stage of life cycle buyers, occupation, economic circumstances, lifestyle and the concept of the buyer in question.

a. Age and Life Cycle Stage Buyer

Age and stage of the life cycle will change the goods and services they buy all their lives. Person's needs and tastes will change according to age. The buyer is formed by the family life cycle, so marketers need to pay attention to changes in buyer interest related to the human life cycle.

b. Job

One's work affects the goods and services they purchase. Thus, marketers can identify the group associated with positions that have above-average interest in their products.

c. Economic circumstances

The state of the economy greatly influences the choice of products. Marketers whose products are sensitive to income get with fellow attention to trends in personal income, savings and interest rates. So if the economic indicators showed the presence of users, marketers can find a way to set the position of its products.

d. Lifestyle

People who come from a sub-culture, social class and occupation may have the same lifestyle pattern indicates that the concerned person's life that is reflected in the activities, interests and income. The concept of lifestyle when used by marketers carefully help to understand these values influence consumer value.

e. Personality and Self Concept

Each person has a distinctive personality and this affects the behavior of buyers. Personality refers to the unique psychological characteristics that lead to relatively constant response to the environment itself. Personality is very useful to analyze consumer behavior for some product or brand choices. Or marketers can also use the self concept or image of a person to understand consumer behavior, marketers can look at the relationship of self concept and consumer possessions. The self concept has been mingled in consumer responses to their image.

4. Psychological factors

At any given moment a person has many needs is both biologically and psychologically. Biological needs arising from certain psychological states such as hunger thirst, and so on. While psychological needs are needs that arise from

psychological states such as the need for recognition, self-esteem, or the need to be accepted the environment.

2.2.10 Stages of the consumer purchase decision

According Kotler (2002:204) argues that the purchase process through five stages. Stages of the consumer purchase include:

1. Problem recognition

The purchase process begins with a problem or a need felt by the consumer. Consumers perceive the difference between the desired state with the current situation in order to arouse and activate the decision process.

2. Information search

After consumers feel the need for something or services, then consumers are looking for good information that is stored in memory (internal) as well as information obtained from the environment (external). The sources of consumer information consist of:

- a. Private sources: family, friends, neighbors, acquaintances.
- b. Sources of commercial / commercial: advertising, salespeople, packaging and displays.
- c. Common sources: mass media and consumer organizations.
- d. Sources experience: handling, inspection, use of the product.

3. Evaluation of alternative

After the information is obtained, the consumer evaluates various alternatives to meet those needs. To assess alternative consumer choice there are five basic concepts that can be used, namely:

- a. Product Attributes

What are the special characteristics and consumer attention to the product.

b. Importance Weight

The tendency of consumers to pay more attention to the value of the different interests in any product attributes which he considers more prominent to be noticed.

c. Brand Belief

The tendency of consumers to pay more attention to the brand of a product which is prominent in his view, such creating a brand image in the consumer.

d. Utility Function

How do consumers expect satisfaction with the products, which vary in the level of options for each product.

e. Preference Attitudes

How consumer attitudes gives preference (level) to the alternative brands through consumer assessment procedures performed.

4. Purchase Decision

Consumers who have made the choice of alternatives typically buy the most preferred products, which make up a decision to buy. There are three factors that contributed to the decision to buy, namely:

- a. The attitude of other people: neighbors, friends, confidants, family, etc.
- b. Unexpected situations: price, family income, the expected benefits.
- c. Factors that can be expected: situational factors that can be anticipated by consumers.

5. Post Purchase Behavior

Satisfaction or dissatisfaction of consumers of a product will affect the subsequent purchase behavior. If consumers are satisfied will most likely repurchase and vice versa. Consumer dissatisfaction will occur if the consumer experience unmet expectations. Dissatisfaction will often occur if there is a gap between expectations and achievements. Consumers who are not satisfied will stop buying the product in question and is likely to spread the bad news their friends. Therefore, companies should strive to ensure achievement of customer satisfaction at all levels of the buying process.