

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses analyze of the collected data and answers the question become the main problem of research, after collecting data and transcripts it. The research analyzed the utterance of presenter/model of “POND’S” in advertising.

To answered the problem formulation that has been mentioned, this discusses the techniques and strategies used in the pond’s advertisements. This research used the theory Keraf about persuasion techniques. Keraf’s theory states that there are seven that are persuasion techniques Rationalization, Identification, Suggestion, Conformity, Compensation, Displacement and Projection. The seven technique used in product advertising pond’s just found five techniques that rationalization, identification, suggestion, compensation and projection as listed in the table below:

1.1 Types of Persuasion

No		R	I	S	C	CO	D	P
1	Pond’s white beauty <i>A: kamu punya fans sampai di korea?</i> <i>B: enggaklah, ini efek kulit jernih putih merona.</i>		√					√
2	Pond’s Flawless Expert BB+ Cream and age miracle BB+ <i>Ingin wajah sempurna? Tunggu apalagi tutupi noda hitammu untuk wajah sempurna seketika. Bener-bener sempurna kalau noda hitammu hilang selamanya.</i>		√	√				
3	Pond’s acne clear white 10 in 1 facial foam <i>Sebagai remaja kulitku punya 10 masalah minyak dan jerawat bikin wajah kelihatan kusam dan tak terawat.</i>		√	√				

4	<p>Pond's pure white facial foam</p> <p>A: <i>Eh gue nggak nyangka ada facial foam yang bener bersihin sisa make up, debu dan kotoran juga bisa.</i></p> <p>B: <i>kan ada afitied carbonya, oh.....jangan bilang loe belum coba.</i></p>	√						
5	<p>Pond's double action</p> <p>A: <i>wajahmu tampak putih merona</i></p> <p>B: <i>aku kan pakai pembersih wajah</i></p> <p>A: <i>aku juga</i></p> <p>B: <i>tapi aku juga pakai cream, biar tampak putih merona masak setengah-setengah sih..... harus tuntas dong</i></p>					√		

Explanation:

R= **Rationalization**

I= **Identification**

S= **Suggestion**

C= **Conformity**

CO= **Compensation**

D= **Displacement**

P= **Projection**

1. Pond's white beauty

Ponds white beauty is one of the products issued by the pond's brand. This product promoted by a young artist Gita Gutawa, this indicates that the product is intended for teenagers. In advertising these products have found two techniques that are used to influence consumers. Namely identification and projection.

a. Identification

In the identification of the used of these products were targeted for teenagers. Which adolescence is a period of transition from early childhood to early adult son, who entered at the age of approximately 10 to 12 years old and ending at age 18 years to 22 years. Adolescence begins at a rapid physical change, weight gain and dramatic height, body shape changes, and the development of sexual characteristics such as breast enlargement, development waist and mustache, and it sounds. Adolescence is a time of connecting between childhoods to adulthood.

Growth and development in adolescence very rapidly both physically and psychologically. Girls mature faster than boys during adolescence mental development is also more stable. In late adolescence, her soul had not easily influenced and been able to choose and select. Adolescents also begin to learn responsibility on him, family, and the environment. Teenagers becoming aware of itself and does not want to be treated like a kid again. These are times that require teens to appear more different and stand out from the others. With the growth of this period often in teenagers like to try a variety of ways to make it look more beautiful and fashionable, one of the teens who want to enjoy that beauty. Beauty can mean one of them with a clean skin, without acne white, and others. To look beautiful than the other teens often try a variety of beauty products to support these desires.

From where ponds white beauty products offered specifically for teenagers who want a clean white skin without acne. In order to attract the attention of teens models used in the promotion of this product among adolescents is also a beautiful artist Gita Gutawa who have white skin clear and clean is also supported by the Korean artist which artist did the Korean people has been recognized worldwide have white skin without acne. Moreover, at the present time most of Indonesian people love kpop and korean fever, with k pop boom that has swept the country especially in

Indonesia is utilized to promote the pond's white beauty products using Korean models. It is expected that Indonesian teenagers are interested to use the pond's that fit their preferred artist; this advertisement is deliberately using the model korean handsome guy with white net. That finally they decide to buy and used these products.

b. Projection

Dialog used models in promoting ponds white beauty products that is

A: kamu punya banyak fans di korea?

B: enggaklah, ini efek kulit jernih putih merona

The above statement can be concluded that the use of projection is initially describes his white artist or model that seems to have many fans in Korea because of the flattering changed more favor ponds white beauty products that have made his skin like Koreans and describe themselves with white skin flushed because the effect of the ponds white beauty. This is subject to changes which turned into an object like the example dialog above.

2. Pond's bb+ cream

For the woman who has aged 25 or above do not need to be confused with skin problems, because now there's Products pond bb + cream intended for the mature woman. As has been promoted by Sandra dewi which of these advertising products in ponds also found two techniques, namely identification and suggestion.

a. Identification

This product is intended for women aged 25 and over who serves to deal with black spots, acne scars, as well as premature aging, at the age of 25 years then categorized women are no longer teenagers. Many of the problems they experienced on average then the problem usually arises on the surrounding healthy skin, and beauty of body weight. Aware that age is not young anymore so many extra women to

care for the skin. The emergences of black spots on the face, or wrinkles make her feel uncomfortable.

They flocked to take care of their facial skin whitening face cream, board to injecting silicone skin. Sometimes the women defeated concerns how dangerous the conscious brain bleach products circulating without a prescription. In fact, if they know that they used cream instead of cleaning but instead create disease. Adverse impacts could be affected by skin cancer or poisoning.

Therefore, it is advisable for women to consult your doctor or a beautician before using the cream and do not buy products that are sold without a prescription. That's some of the problems experienced by the women always good teens, adults and approached monofouse. And for us strong women do not feel the problem it was a disaster for us, but we should be able to cope and to prevent before it becomes a problem. These problems are the main enemy for the ladies. Now present a product that is offered by the company Unilever of the products that can be handling his ponds above problems. Ponds bb + cream like a sheer foundation as a good base for makeup. In addition, Pond's BB + Cream can also moisturize and nourish the skin from within. This blend made Pond's BB + Cream able to create natural results or no makeup. + BB Cream Formula is able to improve skin texture, brightens skin tone without making streaks. This is one way that can be used by adult women in overcoming problems they experienced, especially in the matter of beauty.

b. Suggestion

For adult women who have skin problems such as the emergence of black spots on the face, wrinkles, black spots, acne scars, as well as premature aging. Do not easily wear any cream should wear the product Pond's BB + Cream. Because these products offering a combination of the latest technology that is superior skin care

formulas and cosmetic benefits. This combination is a natural application that not only improves the texture of the skin but also intensively lightens skin color, with the end result that matches the color of the skin and the skin of Asian women as naturally beautiful without make-up. By using the product Pond's BB + Cream your skin problems will be resolved quickly and safely in use so that the health of skin and body you also stay awake.

3. Pond's acne clears white 10 in 1 facial foam

In these ponds products found two persuasive techniques, namely identification and suggestion.

a. Identification

When adolescence, 10 skin problems usually start to arise, such as oily skin, acne, dull, black blackheads, blackheads and white, large pores, acne scars blemishes (dark spots), rough skin, uneven skin tone (due to cell dead skin), skin redness due to inflammation caused by acne. Most problems occur in adolescents is oily and acne prone skin. This is caused by hormonal changes that cause the production of excess oil on the face so that the face looks dull and unkempt. The blockage is usually caused by a pile of dirt and dust. It is usually experienced by adolescents who are lazy to clean the face or using the wrong cleaning products.

Cleaning the face is very important, at least twice a day. Of course, using special cleaning oily acne clears like Pond's white 10 in 1 facial foam. Before bed, do not forget to always clean your face, especially if the previous use of cosmetics. What is also very important is to adopt a healthy lifestyle.

b. Identification

“Sebagai remaja kulitku punya 10 masalah minyak dan jerawat bikin wajah kelihatan kusam dan tak terawat”.

In this statement suggests a model for the usage of these products though not directly, since Ponds Acne Clear White Facial Foam, address 10 causes of oily skin and acne. Ponds Clear White Acne Facial Foam contains Herbal Clay will absorb excess oil and treat skin redness caused by acne.

While, the content of Salicylic Acid will eliminate 99% of bacteria that cause acne and reduce blackheads. To cleanse the skin down to the deepest layer, the granular scrubs cleanse will remove layers of dead skin cells, remove the dirt plug the pores and soften rough skin. With regular use, the content of Skin Brightening Essence will also make the skin look brighter and not dull.

4. Pond's pure white facial foam

Persuasion techniques in advertising these products only found one technique that is rationalization.

a. Rationalization

A: Eh gue nggak nyangka ada facial foam yang bener bersihin sisa make up, debu dan kotoran juga bisa.

B: kan ada afitied carbonya, oh.....jangan bilang loe belum coba.

Rationalization of evidence suggests is due to the product being promoted. When viewed from the dialogue indirectly is no evidence for the use of consumer products pond's facial foam is pure white. This raised the sense of satisfaction of the wearer. This is the reason why the advertising for these products using only the technique.

5. Pond's double action

A persuasion technique used in advertising these products is to use techniques compensation.

a. Compensation

The promotion pond's double action represents a breakthrough new product that is introduced from the pond's whitening cream that works over regular bleach cream. Seen from the dialogue used by the actress in the advertisement.

A: wajahmu tampak putih merona

B: aku kan pakai pembersih wajah

A: aku juga

B: tapi aku juga pakai cream, biar tampak putih merona masak setengah-setengah sih..... harus tuntas dong

As we have already mentioned that compensation is an action or a result of efforts to find a replacement for something that is not acceptable. This is the reason why this advertisement campaign using the technique.

1.2 Strategy of Persuasion

To resolve this problem, the researcher used Aristotle's theory which states that there were three persuasion strategies is pathos, logos and ethos. And here is the third strategy used. This can be seen in the table below.

No		Pathos	Logos	Ethos
1	<p>Pond's white beauty</p> <p><i>Pond's white beauty baru dengan kombinasi ginseng korea dan bunga zafron yang menjernihkan.Menjernihkan kulit disetiap lapisan membuatmu tampak jernih secantik kulit korea.</i></p>		√	
2	<p>Pond's Flawless Expert BB+ Cream and age miracle BB+</p> <p><i>Sekarang dapatkan keduanya, memperkenalkan bb+ cream pertama dari pond's. tutupi noda hitam seketika samarkan noda hitam dan cerahkan dari dalam. Noda hitam hilang seketika tampak bercahaya setiap saat.</i></p>		√	
3	<p>Pond's acne clear white 10 in 1 facial foam</p> <p><i>Pond's institute memperkenalkan pond's acne clear white 10 in 1 facial foam baru, melawan 10 masalah kulit sekaligus mencerahkan kulitmu.</i></p>	√		
4	<p>Pond's pure white facial foam</p> <p><i>Pond's pure white facial foam membuat kulit lebih bersih dan cerah, 4 juta orang sudah mencobanya.kalau kamu?</i></p>			√
5	<p>Pond's double action</p> <p><i>Memperkenalkan 2 langkah kulit tampak putih merona pakai pond's facial foam untuk tampak cerah seketika. Lalu pond's day cream untuk tampak lebih putih, cream pemutih nomer 1 dengan aksi ganda untuk tampak putih merona jangan setengah-setengah.</i></p>	√		

1. Pond's white beauty

a. logos

Ginseng is not only famous as the raw material of health products and so powerful drugs alone. The content of the magic root can also make skin appear clear, clean, and bright. The content is unique from Korean ginseng has now become one of the raw materials are processed by the Pond's Institute, into facial skin care products new series New Pond's White Beauty Pond's is a soft cream that not only makes skin look bright blush, but also clear and looks like shining from the inside.

Ponds white beauty cream skin lightening series, specially formulated and designed to porters' teen with natural content of Korean ginseng and saffron flower, which has been proven to make skin appear clear, beautiful and glowing. Teens today do not just want a clear skin, but also want to have a clear face, white, and blush like facial skin the Korean ginseng formulated to help clear up the skin, so it looks radiant, pinkish white and looks clear. While the saffron flower extract, helps brighten even the stubborn black stains once. two natural goodness essence combined with the latest technology in skin lightening Pond's Institute, will provide temporary lightening effect triple its sun protection agents to help protect skin from harmful UV rays.

2. Pond's Flawless Expert BB+ Cream and age miracle BB

a. Logos

Pond's is part of Unilever, which is known to always give priority to the research and innovation needs of consumers in each; this research has been done for years for the development of its product formulas. From the research that a good beauty product is the formulation of products tailored to the needs of the consumer skin different, because the Pond's developing two variants of BB Cream for skin care needs of different Asian women. Two variants are: Pond's Flawless White Whitening Expert BB + Cream SPF 30 PA ++ for women who need the benefits of skin whitening and Pond's Age Miracle Anti Aging Expert BB + Cream SPF 30 PA ++ is specially formulated for women who need the benefits of anti aging, both variants it has a combination of active ingredients that work together to produce a dual capable acting formula to treat skin and at the same time able to provide immediate cosmetic results.

Pond 's Flawless White Whitening Expert BB + Cream SPF 30 PA ++ is enriched with Gen Active Cover formula consisting of Gen Active Formula to nourish and treat the skin from the inside while controlling and reducing the amount of melanin in the skin look radiant at any time , Super Optics and Instant Natural Coverage for eliminating black spots instantaneous and smooth skin tone hue Asian women's skin appropriate , as well as a thorough skin protection from Superior Advanced protection Sunscreen SPF 30 PA ++ . While Pond's Age Miracle Anti Aging Expert BB + Cream SPF 30 PA ++ with Intelligent Pro Cell Complex Cover Formula contains a formula of anti -aging to help stimulate skin cell regeneration, Super Optics and Instant Natural Coverage to disguise fine lines, wrinkles and black

spots on the skin look naturally beautiful face once, and also the extra protection of SPF 30 PA ++.

3. Pond's acne clears white 10 in 1 facial foam

a. Pathos

Model of the image seen on television that her skin is very oily, dull, acne, and blackheads black, white blackheads, large pores, acne scars and blemishes. So that the images are problematic skin like that of consumers think that using white pond's acne clears 10 in 1 facial foam of their skin problems will be solved instantly. So with such circumstances makes consumers easily purchase these products without any coercion from others.

4. Pond's pure white facial foam

a. Ethos

Pond's pure white facial foam membuat kulit lebih bersih dan cerah, 4 juta orang sudah mencobanya.kalau kamu?

It can be seen that the product of dialogue ponds pure white facial foam is one of the flagship products. It can be seen that it has been used by four million people. In other words, consumers have trust and feel comfortable going on Unilever / pond's and the resulting confidence in the consumer to use.

5. Pond's double action

a. Pathos

“Memperkenalkan 2 langkah kulit tampak putih merona pakai pond's facial foam untuk tampak cerah seketika. Lalu pond's day cream untuk tampak lebih putih, cream pemutih nomer 1 dengan aksi ganda untuk tampak putih merona jangan setengah-setengah.”

From the dialogue models can generate consumer desire to buy and use the
pond's double action. Because zinc skin models not only bright but white flushed with
using this product. This product used a double action but in a product that is not
complicated in its.