CHAPTER I

INTRODUCTION

1.1 Background of Study

In real life, human being is also terrific to persuade others. It can be seen from the fact that there are many falsehoods in society caused by human behavior. It is because humans have good capability in convincing others to do as what their purpose is. On the other words, humans have good capability in persuasion.

Persuasion is derived from Latin "persuasio" means "to persuade", "persuasive (adj)" (Palapah in Sunarjo, 1983: 32). It is defined as a process of communication between speaker and listener. In this process, there is a purpose from the speaker to persuade the listener (Groller Webster International Dictionary 2000: 708). Persuasion in communication needs stimuli from speaker to get response from listener. In addition, Keraf (2004: 118) defines persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. Mc Crimmon (1984:329) also defines persuasion as verbal communication that attemps to bring about a voluntary change in judgement so that readers or listeners will accept a belief they did not hold before. Therefore, we can conclude that persuasion is a communication

process to persuade others using stimuli to get the response from listener. Furthermore, in persuasion, there is no violence or coercion in taking decision.

Persuasion is used in many sections; such as politics, social, commercial, and others. Therefore, persuasion needs language for communication because the purpose in persuasion process is to persuade others to interpret and follow the message. Moreover, persuasion is called as a part of Discourse Analysis, and Discourse Analysis concerned with the language used for communication and how addressee worked in linguistic message in order to interpret them (Brown & Yule, 1983:1). The goal of persuasion is to convince the target to internalize the persuasive argument and adopt this new attitude as a part of their core belief system.

One of the areas that use persuasive technique is advertising. Advertising is a form of communication intended to persuade audiences (viewers, readers or listeners) to take some actions. It usually includes the name of a product or service and how that product or service could benefit the consumers, to persuade potential customers to purchase or to consume that particular brand. In promotion, the advertiser should introduce the product by using label, pack, and slogan; make the product different from others; bind the consumers with the product and engagement; and present the advertisement words with the identification, differentiation, association, and repetition. The purpose of this is to tell the consumers the owner of the product and to make them easier to remember the product. Therefore, the advertiser should identify and make good advertisement before advertise their products or services.

Advertisement needs a certain language to attract the consumers' attention. The language that is used to send an advertisement should be suitable with the consumer. Ogilvy in Weilbacher (1984: 193) argues that "If you try to persuade people to do something or to buy something, it seems to me that you should use their language, it means that the language they use everyday and also the language in which they think. So, the advertisement matter should have high creativity and strong imaginations to make the advertisement more interesting".

Many advertisements use humor, sexual appeals, or celebrities which capture consumers' attention but result in poor recall of their brand name or message. Advertiser that deals with this problem will use sources (actors, athletes, rocks stars, or attractive models) who will attract the target audience's attention. The term source means the person involved in communicating a marketing message, either directly or indirectly (Belch and Belch, 2001: 172). A direct source is a spokes person who delivers a message or demonstrates a product or service. An indirect source is a model who does not actually deliver a message but draw attention or enhance the appearance of the advertisement.

Each advertisement contains a message from the advertiser to the consumers. If the advertiser is successful in sending the messages and the consumers have been persuaded, the advertisement is successful. Liliweri (1992:13) states that the message of the advertisement must be informative, educational and persuasive. Informative here means that advertisement tells

the consumers about the advantages of the product and the qualities of the product. Educational here means the advertisement is to increase the knowledge of the consumer (especially about new technology, because the advertisement appear, usually carries a new technology). Beside that, the advertisement also teaches the consumers about making decision in buying the product or not. The last is persuasive, it means that the advertisement can persuade the consumers through their emotion and their minds to follow what the advertiser says, wants and buys the products.

Nowadays, Internet becomes the first choice to entertain people because internet has become lifestyle for people to get many information easier an also more interesting than other mass media and also provides both sound and visual, so people can enjoy the real life more than other mass media that are limited by single dimension of sight or sound. Lani Sidharta (2006:11) says that although internet is the interconnection between networks physically, in general internet should be seen as a resource of information that can be thought as databases or multimedia library in large and complete way.

When people read magazine, they must watch and focus their mind on reading and illustrate what they got from reading by imagining it, but if they search and browse on internet, they can save their energy because internet gives real and life description. Even the internet is seen as the world in the form of another (virtual) because almost all aspects of lifein the real world consist on the internet such as, bussiness, entertainment, sports, politics, advertisements and so forth.

The wide usage of internet and the interest of internet as one of the media of communication in the society make internet more interesting than other mass media for advertisers to advertise their products. Internet can be a media of communication in transferring the advertisers' message to the consumers', so the message of advertisements must be in correct articulation and the most important thing is to use clear and short utterance. Therefore, it is a must for the advertisers to choose the right words. The choice of word should be correct and have persuasive power to influence the consumers' mind. It means that the language in advertisement should be clear and brief and avoid ambiguity.

There were a number of researchers who have already conducted the study on the language used in advertisements, such as Fakhrudin (2008) who observed the technique of persuasion in hotel advertisement brochures. Then he concluded that the structure of the hotel brochures advertisement and the motivated sequence of persuasion are of various kinds. He analyses the text of brochures based on Belch in concept of persuassion. Here he found out that the persuader utilizes a five step in the technique of persuasion namely motivated sequence. Those five steps are getting attention, establishing a need, satisfying the need, visualizing the future and asking for action.

Another relevant study, Wibisono (2004) who studied the language used in Ballyhoo advertisements. He found out that most of copies in ballyhoo advertisements fulfill the criteria stated on the rule of writing a good advertisement, suh as use short, simple words, no more than ten words,

contain an invitation to the customers, the product benefit, the name of the product, an interest provoking idea, and sometimes it is directed to the prime prospects, and also contain action verb.

The area of this research was discourse analysis, since the researcher analyzes the spoken language in recorded form then changes in text form. This data was taken from internet through the website of youtube. It will show the video of the advertisement. This research was focused on the way the advertiser capture the consumers' attention when they choose internet as the media to deliver this message, so the advertisers need to be creative in making his product interesting and the consumers will not think that this advertisement is not only a spam when this product appeared. The creativeness of advertiser is demanded not only in choosing the words to save the time of advertising the product but also the usage of an idol who will attract the target audiences' attention. In this research, the advertisers used an International artist as an idol i.e. Beyonce Knowles, Jennifer Lopez, Miss Universe 2004 Aishwarya Rai, and also other native speakers as the spokes person who delivers the advertisers' message.

This research took this topic because it intends to investigate about the types of the persuasive techniques and how the persuasive techniques and modes persuasion are used in advertisements. Furthermore, the results of this study are expected to give a contribution in Discourse Analysis on persuasive technique in advertisements. The last, starting from the reason that persuasive technique is very important in daily life, especially in advertisement area, then, there are not many researchers that have researched about persuasive technique in cosmetics advertisement. This research focused on persuasive

techniques and how modes persuasion that can be apllied in MAYBELLINE and L'OREAL Cosmetics Advertisements.

1.2 Statement of the problems

Based on the background of study above to solve the research problem, the researcher provides some research questions as follows:

1. What are the intended meanings of modes persuasion in Maybelline and L'Oreal Cosmetics Advertisements?
2. What is the type of techniques of persuasion used in Maybelline and L'Oreal Cosmetics Advertisements?

1.3 Objective of the study

The phenomenon of persuasion among the advertisements wass analyzed using theory of the type of technique of persuasion that used in advertisement and the meaning of modes persuasion to catch audience's attention. Theory of modes persuasion was applied to recognized the intended meaning of utterances that spoken by the models of the advertisement. Then, theory of the type of persuasive techniques applied to find out the pattern or the type of technique persuasion that used in those advertisements.

Based on the statement of the problem above, this study is intended:

1. To find out he intended meanings of modes persuasion in Maybelline and L'Oreal Cosmetics Advertisements.

2. To reveal the type of technique of persuasion that used in Maybelline and L'Oreal Cosmetics Advertisements.

1.4 Significance of the study

The researcher wanted this study can be useful for herself to improve her knowledge about linguistic especially about persuasion. Then, she also wanted her study will be useful for the readers. First, the readers would be able to know what is the type of technique persuasion clearly. Second, the readers would be able to understand that persuassion can be applied in many advertisements that we have ever seen.

In addition the researcher hoped that the readers have encourage to learn deeper about persuassion to know how to persuading people in the good way. This research is also expected to be useful for the English students of English Department of UIN Sunan Ampel Surabaya who want to analyze and to study about persuassion and use it as a reference.

1.5 Scope and Limitation

The scope of this study was discourse analysis. In order to avoid a broad discussion, it is necessary for the researcher to limit the discussion because they were many elements in the cosmetics advertisements that can be analyzed. The researcher limited her study only on persuassive technique. She focused her study on types of techniques persuassion and the purpose of using

modes persuasion which are shown in the some products of Maybelline and L'Oreal Cosmetics Advertisement.

The advertisement were analyzed are, L'Oreal Total Reapair Five Conditioner by Aishwarya Rai; L'Oreal Infallible by Beyonce Knowles; and Maybelline Baby Lips by the native speakers. Then theory that usesd in the this research to answer the statement of the problem are techniques of persuasion used in Keraf theory (rationalization, identification, suggestion, conformity, compensation, projection, and displacement) and also Aristotle theory of modes persuasion (personal character of the speaker, putting the audience into a certain frame of mind, apparent proof and evidences).

1.6 Definition of Key term

In order to avoid misunderstanding about the terms used in this study, the key terms used in this study need to be explained.

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).

Advertisement: a public notice offering and asking for goods, services, etc (Oxford Advanced Learner's Dictionary of Current English, 1974:18).

Maybelline: Maybelline is an American makeup brand sold worldwide and owned by the French cosmetics company L'Oréal. Their slogan is Maybe she's born with it. Maybe it's Maybelline. (http://en.wikipedia.org/wiki/Maybelline)

L'Oreal: The L'Oréal Group is the world's largest cosmetics and beauty company. With its registered office in Paris and head office in the Paris suburb of Clichy, Hauts-de-Seine, France. It has developed activities in the field of cosmetics. The

slogan is Because we're worth it.

(http://en.wikipedia.org/wiki/L%27Or%C3%A9al)

Utterances: is the use of any piece of language by a particular speaker on a particular situation.

(http://www.meriam-webster.com/thesaurus/utterances)

Cosmetics: a product applied to the body, especially on the part of face to improves a person's apperances. (Goodman, 1936:78)

Internet: is a database or multimedia library which provides more complete information. (Lani Sidharta, 2006:11)