

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of four parts: (1) discourse analysis, (2) persuasion; modes of persuasion; persuasion process; and techniques of persuasion, (3) advertisement; definition of advertisement; the language of advertisement; kinds of advertisement; function of advertisement; characteristics of advertisement; persuasive language in advertisement; and the way to persuade consumers, and (3) previous studies.

2.1 Discourse Analysis

This study is part of Discourse Analysis. So, knowing about the definition of Discourse Analysis is very important. The following are some definitions of Discourse Analysis.

Discourse Analysis is committed to an investigation of what and how the language is used for (Brown and Yule, 1983: 1). It means Discourse Analysis is concerned with the language used for communication and how addressee work on linguistic message in order to interpret them. Trudgill (1992: 97) states that Discourse Analysis is a branch of linguistic units at levels above the sentence, i.e. texts and conversation. Those branches of Discourse Analysis which come under the heading of language and society presuppose the language is being used in social interaction and thus deal with conversation of language considered in their full contextual, social, and psychological context become meaningful and unified

for their users. It means how the language user employs texts to convey their intended meaning if related with the social and psychological interaction.

2.2 Persuasion

This study concerned with persuasion. So, before discussing about the study, it is needed to know about what is persuasion first. There are some opinions about persuasion.

Palapah in Sunarjo (1983: 31) states that the word “persuasion” is from Latin “persuasio”, means “to persuade”, “persuasive (adj)”. Persuasion is one of technique to influence people by using the data and psychological fact from addressee who will be influenced (Susanto, 1997: 17). 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 the present time. It means the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and coercion. So, in persuasion the speaker needs the efforts for stimulating the addressee in taking decision.

In addition, persuasion is different from coercion, even though both of them have same purpose that is changing someone’s attitude, behavior. Generally, coercion applies threat and certain reward. Persuasion also purposes to change someone’s thought, it will try to make someone accept and conduct what the speaker said.

The focus of persuasion is not only on the sender, the message, or the receiver, but all of them are equally focused on. All of them have to make

cooperative in making a persuasive process. So, it can be said that persuasion is a result of the combined efforts of source and receiver.

2.1.1 Modes of Persuasion

Aristotle (1954: 24-26) classifies the modes of persuasion furnished by a spoken word into three kinds. The first kind depends on the personal character of the speaker; the second depends on the way of putting audience into a certain frame of mind; and the third depends on the apparent proof or evidence, provided by the word of the speech itself.

1. Personal Character of the Speaker.

Persuasion is achieved by the speaker's personal character when the speech is spoken to make us think that the speaker is credible. Keraf (2003:21) suggests that in human relationship, character is one of the factors that should always be considered. Persuasion will run well if audiences recognize that the speaker has good character and has high credibility.

Mainly the speakers' character is almost able to be called the most effective way in persuasion. The speakers' character and personality can also be seen from their speech, and styles they used, such as diction; sentence structure and others that become the speakers' totality. Such as personal character of someone who talks in television, it can be measured from his language and his character. To make the audiences credible with the speakers, the speakers have to know well the problem that will be talked.

2. Putting the audience into a certain frame of mind (Ability to control Emotion)

Persuasion may come through the audiences when the presenters stir their emotion. In using such appeals, persuaders assess the emotional state of their consumers and design artistic appeals for those statements. The presenters also should stimulate consumers' emotion if necessary. The ability of controlling emotion is not only depends on the consumers but also the presenters itself. In addition, the presenters should prepare the content of the persuasion that is suitable with the purpose intended (Keraf, 2003: 22). However, controlling the consumers' emotion is also needed.

3. Apparent Proof or Evidence.

Giving apparent proof is used to prove or empower the truth of the object that persuaded. A requirement to be successful in persuasion is that the persuader should provide sufficient evidence. Persuasion that is done by persuader should show the truth that can guarantee the product is better than other and it should not be too abstract for consumers. One simple way of giving evidence is taking the society with the product.

2.2.2 Persuasion Process

According to Renkema (1993: 128), there are four elements of persuasion process most widely referred to; source, channel, message, and receiver.

Source is one of important factors in acceptance stages that are able to be expressed in two ways; source credibility or believability and the source's attractiveness to the receiver. Renkema (1993: 128) says that the demand of sources has to be done with credibility and feelings (sympathy/ antipathy, like/dislike) as the result that evoke the source. Credibility, for example, a reputable of Maybelline and L'Oreal cosmetics will convince people especially for women more attractively and effectively than other cosmetics brand which are unproofable and upsetting the consumers. The consumer's attitude relative to the source of advertisement because it has a good deal of influence on the likelihood of a shifted in attitude concerning specific issues.

Message is one of the major factors in persuasion process. The argument that should be chosen; the persuader should refute the arguments or leave them out; the part of advertisement that should present the argument stronger, whether in the first, in the middle or last; the style of the advertisers that should be most effective are some of examples that should be in message. For example, the cosmetic advertisement L'Oreal in the product L'Oreal Smooth Intense Shampoo, the advertiser does not show the message in the first and the middle, but in the end of the sentences. The advertiser only states that L'Oreal Smooth Intense Shampoo made by combine nutrilium and silk protein. Then in the end, the advertiser states that L'Oreal Smooth Intense Shampoo is the secret of silky and shiny smooth hair, because you worth it. This means that the advertiser stress the message that if women use L'Oreal Smooth Intense Shampoo, they can have the silky and smooth hair and also feel worth as a woman.

Channel is something to do with the media (magazine, newspaper, radio, television, internet and et cetera) which are used to advertise the advertisements. Channel is considered to be important since it can make the advertiser easy to achieve the target of product or message. In advertisement, different people will use different channel because of their various background. Channel really can be seen, for example, L'Oreal advertisement. The company wants to enlarge this product through television. The company uses this media to catch the consumers' interest. They ask Jennifer Lopez, Beyonce, Aishwarya Ray, and Zhang Zi Lin for to join with this product who are having good looking performance which aims that by uses this cosmetics, women will look beautiful and feel worth, also they will being the famous people.

The **receiver** is related to the target of message. The receiver is people who are expected to change their behavior then do what the presenters want or perform what speaker intended to convey. Therefore, the presenters or persuaders have to understand their audiences or viewers or consumers and their audiences or hearer or consumers' background of knowledge. Also, the presenters or persuaders should know about their initial attitude audiences or hearer or consumers; male or female, old or young, and educated or uneducated.

2.2.3 Techniques of Persuasion

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

1. Rationalization

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. For example, in L'Oreal My True Match advertisement, the advertiser shows that if people use this product they will look like Beyonce, the presenter of the product who seems always beautiful and perfect.

2. Identification

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. Identification is a key of success for advertisers. This technique is able to be seen at the Maybelline Baby Lips advertisement. The advertiser shows in her advertisement that express in the teenager girls situation. It identifies that Maybelline Baby Lips can be used for all teenager girls.

3. Suggestion

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. For example of this is L'Oreal Infallible advertisement. In this advertisement, the advertiser suggests the consumers who want to be healthy and sexy lips in easy way, they should consume L'Oreal Infallible.

4. Conformity

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 consumers' condition. It involves attitude that taken by the advertiser to adapt him self 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. For example in the L'Oreal Sublime Mousse advertisement, the advertiser shows to the consumers that they should apply it in their hair to make their hair look gorgeous. This strategy is used to catch the consumers' attention and interest.

5. Compensation

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. In L'Oreal Repair Five Conditioner advertisement, it compensates another conditioner

brand, which does not have any solution to solve the five signs problem of hair, while L'Oreal Total Repair Five Conditioner has it.

6. Displacement

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. Displacement can be seen in the Maybelline Baby Lips advertisement. In that advertisement there are group of teenager girls who does not use Maybelline Baby Lips and they not seems unpretty, but when the model use it, she looks pretty and has fresh lips.

7. Projection

It is a technique to make something that firstly being a subject then it becomes an object. For example, if someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. A mistake that done by somebody shifted the mistake to other people, and said that he has it.

From several opinions above, it can be concluded that persuasion is an effort to persuade people by using the data or evidences and understand the psychological fact from addressee before convince them. The purpose of persuasion is to change the attitude or behavior, and opinion of addressee without violence.

2.3 Advertisements

This study discusses about technique persuasion of advertisement. It is analyze not on non verbal aspect, but from verbal language. Furthermore, the language used by advertisements is not the same with usual language. It has specific character explained below. Advertisement presents communication between the advertisers and the audiences or viewers indirectly. Advertisement tends to persuade and inform the viewers to do something. The main points of advertisement constitutes a product, a company or producer, a tool for selling something and giving information and persuasion. Advertisement as a communication creates the minds of consumers to believe or to use the products or services. As a matter of fact, advertisement is concerned as a way to communicate between an advertiser and consumers

2.3.1 Definition of Advertisement

Advertisement itself is one kind of communication to persuade the audience. Many experts define advertisement differently. Belch and Belch (2001:15) state that advertisement is defined as any paid form of non-personal communication about an organization, product, service or idea by identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertisement message generally must be bought. The non-personal component means advertisement involving mass media (e.g. TV, radio, magazines, and newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertisement

means there is generally no opportunity for immediate feedback from the message recipient (except in direct response advertisement).

The bottom line of advertisement is to sell by creating positive impressions about a product, service or a concept. 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.

Their role purpose in building such an audience is to make money from it specifically by selling these viewers or listeners or readers to the manufactures of the brands that will be advertised on the media vehicles. So it can be concluded that advertisement is a kind of paid messages delivered through mass media, which has specific purpose to persuade people.

2.3.2 The Language of Advertisement

The language of advertisement does not have the same purpose as a common language; it is different from the language that is used in daily life. The language of advertisement uses effective illustration and contains special powers that are allowed to be understood and to control the viewers' behavior as stated by Crystal (1993) that the aim of advertisement is to draw attention to a product or service in order to sell it.

Keraf (2002:21-24) also stated that people with broader knowledge of words (diction), they will speak correctly. To express a correct idea, it is needed

more than the accuracy of the words choice, it also needs an appropriate words. Then, Keraf concludes about the diction are as follows; first, diction seizes the correct words used to express the idea; second, diction seizes the accurate and appropriate words used; and third, accurate and appropriate words which can be expressed correctly, if there is a broader knowledge of words.

Based on the explanation above, in order to make the message of advertisement understandable and acceptable on consumer, the language of advertisement should contain accurate and appropriate words because words are the tool of saying something. It means that the usage of the words should be effective and suitable.

Jugenheimer (1991:29) states that an advertisement that attracts the attention of the audience and offers information or some kind of pay off in return for the audience's time can be successful only if it meets the following criterias; first, it uses language that the audience can understand; second, it does not conflict too much with the beliefs or values of audience members; and third, it shows what the product or services will do for the consumer's family and friends will feel about it.

2.3.3 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 et cetera.

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.

2.3.4 Function of Advertisement

Advertisement function is able to be categorized as marketing, communication, education, economic and social function (Bov'ee and Arens, 1986: 9-12): these will be 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.

2.3.5 The Characteristics of Advertisement

Bollen in Hadiwijaya (1994: 30) states that the characteristics of advertising are as follow:

1. Inform.

Advertisement informs customers about the goods, services and ideas. It also tells them how to get the goods by means of identified sponsors. One thing that should be carefully concerned in dealing with the information is that whether the information is sufficient for the consumers or not.

2. Persuade.

In this role, advertisement should sell the product, services or ideas. Advertisement should not only inform the new product, but also should try to persuade the potential customers that they need to buy the new product. Therefore, persuasion is the center of advertisement.

3. Controlled Form.

In a traditional business situation, an advertiser pays for the advertisement. As a consequence, the advertiser has control over the advertisement; it includes what the advertisement will say and where the advertisement will be placed.

4. Non-personal Presentation.

Advertisement is not personal selling; it is mass communication that uses various media (magazine, television, radio, et cetera) to deliver the message to the consumers. Although the advertisement messages may give the impression of a personal appeal, it cannot be truly personal selling.

5. Ideas, goods, services.

Today, many advertisement sell services, such as a commercial bank that is in the service business, as insurance companies and restaurants. Institutions may also sell goods, but service is an important reason for their existence and this should be reflected for their advertisements. Advertisements also sell ideas. The firms automatically may use advertisement to sell the idea.

6. Identified sponsor

The originator of the propaganda may assume a low profile so that the recipient of the message will not be sure with the source. Advertisement, in the

other hand, want the sponsor of the message to be known and in the contrary without an identified sponsor, it was wasteful to use advertisement fund.

7. Selected market

Advertisers should attempt some ways to develop their advertisement and select their media based on their selected market. Otherwise, it will usually result in undesirable advertisement effort.

2.3.6 Persuasive Language in Advertisement

Persuasive is having the power of persuading or tending to persuade or influence (Grolier Webster International Dictionary: 708). Then language is what the members of particular society speak (Wardough, 1986: 1). It means, when we want to talk to each other we need a language as a tool of communication. Related to those definitions, we can conclude that persuasive language is a language or a tool to persuade other people.

2.3.7 The Way to Persuade Consumers

According to Richard and Long (1991: 130-131) advertisement is the art of persuasion to sell a product, advertisers must make the advertisement sound attractive and as desirable as possible. They must make consumers feel that they really need the product. There are several rules which advertisers follow in trying to persuade them.

1. Capture the consumers' attention.

The first thing that the advertiser must do is to make the consumers stop their activity and then they hope that the consumers will read or listen to the advertisement. In addition, song is easier to listen because it's completed with good voice and melody.

2. Make the consumers feel they need the product.

The consumers often have no real need for the thing advertised. So, advertiser tries to create their need, by saying that people will come healthier, or look younger if they use a certain product. The advertiser also often uses a beautiful women or a good looking man or a famous athlete to promote their product. The reason for choosing the people is to suggest the viewers or the listeners want to be like this people, they should buy the product.

3. Show some evidences.

The advertisers must make the consumers believe that what they say about the product is true. An advertisement of vitamin tablets or cough syrup may have doctor or nurse in it. This will help the consumers believe the product, because they usually believe in the doctor's judgment.

Based on the explanation above, the advertisements should persuade and control the consumers' behavior. Also, it uses accurate and appropriate words in order to make the message of advertisement understandable and acceptable to consumers. It means the usage of the words should be effective and suitable.

2.4 Previous Studies

The researcher reviews her analysis by taking the previous study of researchers who have already conducted the study on the language used in advertisements. It is taken from graduate student's thesis in Faculty of Humanity and Culture of the State Islamic University Malang, namely Fakhrudin Abbas entitled *A Discourse Analysis of Structure and Motived Sequence of Persuasion in Hotel Advertisement Brochures*. In his research, he 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.

In the method research, he uses qualitative descriptive approach to understand structure and motived sequence of persuasion. he uses hotel advertisement brochures which are observed from the text of the brochures. he analyses the text of brochures based on Belch in concept of persuasion.

he finds 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, It is taken from graduate student's thesis in Faculty of Humanity and Culture of Airlangga University Surabaya, namely Edi Wibisono entitled *A Study of 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, i.e. 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 previous study can really help the researcher to understand and to know more about persuasion. In this study the researcher uses Keraf's concept of persuasion technique to reveal the statement of problems.