

## **CHAPTER IV**

### **FINDINGS AND DISCUSSIONS**

In this chapter, the researcher presents the data along with the analysis of the data and description of the findings. The data are acquired from transcription of the video. In order to make an easier discussion, the researcher number the advertisements and the model in the appendix based on the sentences they uttered. By doing this, the researcher can cite the number of the sentences that are analyzed.

#### **4.1. Data Presentation**

There are several advertisements presented in this section, each of advertisement is analyzed in details as follows:

##### **A. The advertisement of:**

##### **L’Oreal Total Repair Five Conditioner**

1. Can I keep changing the way my hair looks without damaging it?
2. Now, I can! with new L’Oreal Total Repair Five Conditioner
3. It serves the advantages formulas to nourishes every your stregthen hair
4. Finding five signs of damages, giving you beautiful hair instantly
5. After I had shampoo, I used conditioner everytime

6. For healthier and smoother hair. Five problems one solution
7. New Total Repair Five Five Conditioner from L'Oreal Paris
8. Because you are worth it.

Based on the advertisement above, L'Oreal is huge and well known brand cosmetics. It is a product beauty cosmetic from Paris. This advertisement shows a product from L'Oreal is hair conditioner. L'Oreal Total Repair Five Conditioner is a hair conditioner for healthier and stronger hair. This product can be used by all of ages (young and old ages) women, because this product is made to keep your hair look healthier and smoother.

There is a presenter in this advertisement. She is Aishwarya Rai Bacchan. The purpose of the advertiser in using Aishwarya Rai is to persuade consumers easily. This is the way to catch the consumer's attention and their interest with this product. The reason why the advertiser using Aishwarya Rai as the presenter is because of her personal character. As we know that she is public entertainer who has great self-confident, good looking, and good voice to act as what the advertiser's scenario. The other reason relates to her personal character are about her ability and fluency in speaking English. People with good personal character and boarder knowledge of words, they will speak correctly. As we know Aishwarya Rai is not American, she comes from Mumbai, India. As a Miss World in 1994, she made her acting debut in 1997. Since that time, becomes indian film actress and model who has good ability to speak in foreign language, especially English.

In this product Aishwarya Rai also able to use persuasive language advertisement. She catch the consumers' attention and make them to feel they need the product. She also gives some evidences to strengthen her statement and reveals why she uses persuasive language advertisement. Those the way to answer the intended meaning of persuasive language advertisement in using the way to persuade consumers in the first question in the statement of this thesis.

To make the consumes feel they need the product, she says (A.1) "Can I keep changing the way my hair look without damaging it?." And (A.2) "Now, I can, with new L'Oreal Total Repair Five Conditioner". When aishwarya Rai speaks these sentences to the consumers, the consumers will be persuaded with this language. They will think that their Idol use this product and have healthier and smoother hair becuse of the product. They feel they need the product to make their hair healthier and smoother hair as their Idol. Those sentences contain persuasive language advertisement because the inteded meaning of those sentences are to make the consumer need the product and they will grab the product fast, so they can see the result obviously.

This advertisement also shows some proof and evidences are come from sentences (A.4) "Finding five signs of damages, giving you beautiful hair instantly". (A.6) "For healthier and smoother hair, five. problems one solution." When Aishwarya Rai says these sentences, she shows and make a move with play her hair. She also shows the five signs of damages hair. They are; hair fall, dry hair, rough hair, dull hair, and split ends. It is common problem which often happen in every women's hair. The consumer will know with using L'Oreal Total

repair Five Conditioner., so they can solve their hair problems with one solution to have beautiful hair instantly and also make their hair healthier and and smoother. The sentence (A.8) “Because you are worth it.” Also shows the proof that all women in the world is so worth it with their own beauty.

The type of persuasive techniques can be seen in this advertisement. The rationalization technique which is used by the advertiser can be seen from (A.4) “Finding five signs of damages, giving you beautiful hair instantly.” By this sentence, consumers will know that there is a new product from L’Oreal which can find five signs of damages hair that has different with other product conditioner. The other sentence can be found as identification (A.6) “ For healthier and smoother hair, five problems one solution.” This product is made for every women because woman always concerns about the health and the smoothness of their hair. The advertiser should pay attention with this technique because if the advertiser does not know about the consumers’ condition, thus this advertisement will not get success in the consumers’ circumstances.

The sentence (A.1) “ Now, I can, with new Total Repair Five Conditioner.” Is assumed by the advertiser can *suggest* the consumer, because from this sentence consumers who has idolize Aishwarya Rai will think again and again that their idol are using the product and have a gorgeous hair, so they will buy it and use it. The conformity technique which is used in the advertisement in sentence (A.5) “ After I had shampoo, I used conditioner everytime.” While the presenter is not absolutely use this product conditioner, the presenter only want to be in the consumers’ position

**B. The Advertisement of:**

**L'Oreal INFALLIBLE**

1. Live your life in non stop colour, This!
2. Perfect
3. It is cool in two way step compact
4. So I can do this, this, and to do this
5. Day time, night time, all the time
6. The proof is in the mirror
7. Because you are worth it.

Based on the advertisement above, L'Oreal Infallible is an advertisement that showing lipstick product which contain of elastic gel colour and moisturized lip balm in innovative technology. L'Oreal Infallible lipstics advertisement is packed in two way step compact to make it easy carry around and simply to use. The advertiser shows this product to consumers by hire Beyonce Knowles as the model. All we know, Beyonce Knowles is an American singer, actress, and also public entertainer, so she deserves to present this product to the consumers. The advertiser assumes that Beyonce's performance can persuade consumers, and also Beyonce's beauty and her red sexy lip can attract the consumers' attention and interest.

The presenter personal character of advertisement can be seen from the profile of the presenter itself. Beyonce Knowles as an actress and female singer

has a good performance, good self-confidence, and obviously has great voice to act and speak the scenario. It automatically makes consumers sure about this product.

The advertiser also has unique strategy by using a sentence (B.1) “ Live your life in non-stop colour, This!” it is being the first sentence. From this sentence, consumers will know that L’Oreal Infallible has many colourful to make more beautiful lip and sexier lip in colourful way. Thus, consumer will be sure with this product because of the first sentence. This strategy is called putting the audience into a certain frame of mind (ability to control emotion).

The intended meaning of using persuasive language in the advertisement shows when the presenter use the way to persuade consumer and says (B.2) “ Perfect!” it is catch the consumers’ attention. The consumers will think they have a perfect lip when use the product. To make the consumers feel they need the product, it reveals in the sentence (B.3) “ it is cool in two way step compact.” The advertiser creates this product in two way step compact. The purpose of it is to make the consumer easy to use and simple to carry around. The consumers think, if they want to get sexy lip instantly, L’Oreal Infallible is the solution.

Showing some evidences are also needed. The consumers wil understand from (B.4) “ So I can do this, this, and to do this.” The presenter shows she can do biting sawberry, kissing, and leave the lip’s mark in the mirror in sexy way. The another proof is also showed when the consumer look at the mirror, and see the result by sentence (B.7) “The proof is in the mirror.” The consumers will assumse

that the result of the product can be seen obviously on the mirror. This product is safe for her lip because contain moisturized lip balm and this product can make their lip healthy, sexy, and shiny.

The type of persuasive technique that used in this advertisement are ratiomnalization, conformity, and suggestion. Rationalization is one of the technique of persuasion. The advertiser knows what consumers need and want. The advertiser knows that the consumers need lipstick and lip balm in one pack and he presents L'Oreal Infallibel in two way step compact. It shows on (B.3) “ It is cool in two way step compact”.

The sentence which relates with this persuasion technique is (B.5) “ Day time, night time, all the time.” The conformity technique is also used in this advertisement by the advertiser. The advertiser should pay attention with this technique because this technique is a key of success in advertisement. It is an advertiser's way to make the consumers can accept the product. By this technique, the advertiser knows about theusage of this product for women wether day time, night time, and all the time the consumers can apply it in their lip.

Beyonce's performance, her style in speaking, the choice of diction and the sentences, the movement in front of the camera, her acting, and also the scenario from the advertiser can suggest the consumers when they watch the product's advertisement. It shows on (B.7) “ the proof is in the mirror.” The result of usage this product can show obviously when they look at in the mirror. Thus, they feel how satisfied the have beautiful lip instantly after use it. The researcher

does not have displacement, identification, and projection technique of persuasion in this advertisement.

**C. The Advertisement of:**

**Maybelline Baby Lips**

1. Lip balm, no more basic lip balm
2. New Baby Lips repair Lip balm from Maybelline New York
3. New generation for lip care
4. Clinical strength, more moisture, more elasticity and deep lipsing lines
5. Get back your baby lips born. With new Baby Lips only for Maybelline
6. May be she is Maybelline

Based on the advertisement above, Maybelline is an American make up brand. In the advertisement, the presenter's purpose to say word of Maybelline Baby Lips repeatedly is to make the consumers easy to remind about the product. There are many presenters in this advertisement. This is technique of advertiser to persuade consumer. The advertiser uses a group of teenager girls who has good looking faces when showing this product. Performance of the presenters in Maybelline Baby Lips advertisement is the way to present the product and appropriate words in speaking can also influence personal character of the speaker.



The sentence (C.1) “ Lip balm, No more basic Lip balm.” And (C.2) “ New Baby Lips repair lip balm from Maybelline New York.” are part of the advertiser technique to putting the audience into a certain frame of mind (ability to control emotion). With these sentences, advertiser wants the presenters to make sure that Maybelline Baby Lips is presented to repair and change their old new lip balm with the new one as Maybelline Baby Lips. The persuasive language in the advertisement using the way to persuade the consumers with sentence (C.3) “ New generation for lip care.” It is capture the consumer’s attention and also in the advertisement shows the group of teenager girls who cheers up with their new fresher lip after using Maybelline Baby Lips.

The sentence (C.4) “ Clinical strenght, more moizture, more elasticity, and deep lipsing lines.” By this sentence, the advertiser’s purpose to *make the consumers feel they need the product*. The presenters show when using the product they will get what they need to make her lip looks fresh in one easy way. The advertisement also show the different between the lip which using the Maybelline Baby Lips and which one does not. The lips which do not use Maybelline Baby Lips looks unhealthy, dry, and unattractive. After using Maybelline Baby Lips, lip looks fresh, more elasticity, and strengthen deep lipsing lines.

The advertiser recommends to have the result or show some evidences of this product with the sentence (C.5) “ Get back your baby lip born. With New Baby Lips only for Maybelline.” The advertiser also shows some group of teenager girls look so happy, look pretty, and has a fresh lip after using

Maybelline Baby Lips. This sentence can be recommendation for the consumers to buy it and use it. Thus, the consumers will be happy, look pretty, and have fresh lips as the models in the advertisement.

The type of persuasive technique that can be analyzed by the researcher is rationalization, identification, conformity, and suggestion. The sentence that shows rationalization technique in this advertisement is (C.2) “New Baby Lips repair lip balm from Maybelline New York.” And (C.3) “New generation for lip care.” Those sentences are the key of this technique because from those, the consumers will know that there is a new innovation for lip care that is launched by Maybelline.

Lip care and lip balm is usually used by teenager girls, so accordance to the technique of identification. The advertiser shows many teenager girls as the presenter done. The advertiser does not use men or adult women, even children to present the product. The sentence (C.5) “Get back your new baby lips born, with new Baby Lips only for Maybelline.” And (C.6) “May be she is Maybelline.” are assumed by the advertiser that can suggest the consumers, because they will know that if they want to get back their baby lip born, the consumers have to consume it. When they see a group of beautiful teenager girls, they will think maybe they use Maybelline. That is the purpose of the suggestion in this advertisement.

Conformity technique is used when the advertiser wants this product rather than same with another lip balm product. This advertiser knows that there is a new

product of lip care with new innovative advantages. so the advertiser does not want to lose with other advertiser

## **4.2 Discussion**

The basic function of advertisement is to inform the product and its features. Related to that function, the advertisement needs a certain language to inform the product. The language chosen to this activity is persuasive language which contains informative and convince words that can drive the consumers to do something. However, to convince the audiences, the advertiser does not only need the persuasive language, but also use certain techniques to persuade consumers. There are three techniques of persuasion used in this research: (1) rationalization, (2) identification, and (3) suggestion.

Discussing the techniques of persuasion in advertisement field, the data analysis has shown all of them. It means that the advertisers should use those techniques to persuade consumers. Basically, those techniques of persuasion involved three kinds of intended meanings of modes persuasion and three ways to persuade consumers. Those fundamentals of modes persuasion are: (1) Personal Character of the Speakers, (2) Putting the audience into a certain frame of mind (ability to control emotion), and (3) Apparent proof or Evidences. And also there are several technique of persuasion according to Keraf, they are: (1) Rationalization, (2) Identification, (3) Suggestion, (4) Conformity, (5) Projection, and (6) Displacement. All of these factors are very essential to support the techniques of persuasion in advertisement.

Personal Character of the Speakers is one of the fundamentals in persuasion. Persuasion will succeed if the consumers know the speakers. Consumers can know the personal character of the speakers from their capability and style in speaking, diction, theme, et cetera. All of these are from the scenario of the advertiser. We can see the example of this type from the advertisement of L’Oreal Total Repair Five Conditioner and L’Oreal Infallible. In L’Oreal Infallible, the advertiser uses Beyonce Knowles. All of the consumers in every country know that Beyonce Knowles is public figure, famous artist, singer and model who is capable in speaking, acting, and being model in the entertainment world. So, it can make easier for Beyonce Knowles to persuade consumers. Also from L’Oreal Total Repair Five Conditioner, the advertiser uses Miss World as the presenter of the product. The advertiser assumes that the consumers will persuade from her performances, because the consumers assume that Aishwarya Rai as Miss World 1994, it means that she has good personality, has many capability, and absolutely good looking.

The second part of fundamentals persuasion is putting the audience into a certain frame of mind (ability to control emotion) which means that the advertiser lets the consumers involve in the advertiser’s scenario. If the advertiser succeeds in this way, the advertiser’ product will be successful in the advertisement market. For example, in the advertisement of L’Oreal Total Repair Five Conditioner, they able to putting the audience into a certain frame of mind (ability to control emotion) by the voice when speaking (A.1) “ Can I keep changing the way my hair look without damaging it?.” And (A.2) “ Now, I can! with new L’Oreal Total

Repair Five Conditioner”. When the presenter says this sentence to the consumers, the consumers will be persuaded with this, they will think that their idol is using L’Oreal Total Repair Five Conditioner and has beautiful hair instantly.

Evidences are also needed in this fundamental of persuasion. Evidences are needed in showing to consumers that this advertisement is surely true and evidences are needed to make successful in persuading consumers, for example in the evidences of L’Oreal Total Repair Five Conditioner advertisement. The advertisement wants to show to consumers from sentences (A.4) “Finding five signs of damages, giving you beautiful hair instantly.” And (A.6) “For healthier and smoother hair. Five problems one solution.” When the presenter says these sentences, she shows her beauty hair and make a movement with her hair to show how strong the hair it is. Thus, the consumers will know how healthy, strong, and beautiful hair that he will get from the product.

Rationalization is the one of keys of persuasion. In rationalization technique, the advertiser shall show some arguments to persuade the consumers, to make the consumers believe with him and presenters, to make the advertisement is successful in the consumers circumstance. We can see the example of this technique from Maybelline Baby Lips advertisement. The advertiser shows from (C.2) “New Baby Lips repair Lip balm from Maybelline New York .” and (C.3) “ New generation of lip care.” These sentences are the keys of this technique because from these sentences, the consumers will know that there is a new innovation of lip care from Maybelline cosmetics.

Identification is also needed for the advertiser and it can be the second key to make his advertisement is successful in the market, because from identification technique, the advertiser knows about the consumers; who they are: young or old, men women or, educated or uneducated, et cetera. The advertiser show s this technique in the advertisement of L’Oreal Total Repair Five Conditioner advertisement. The advertiser uses Aishwarya Rai Miss World 1994, because majority of the advertiser’s consumer are women. And usually majority of them are need healthy hairand strong hair. So, it will be easy to persuade the consumers to buy it and use it.

The third technique is suggestion. Suggestion is the key in persuading the consumers. The advertiser shall choose the correct words to make it accepted in consumers’ mind. The form of suggestion technique is in the advertisement of L’Oreal Infallible advertisiement. We can see (B.4) “So I can do this, this, and to do this.” And (B.6) “ The proof is in the mirror.” Those sentences that suggest consumers to grab the product fast. It shows the advantages and the proof after using the product.

The last technique is conformity. The conformity technique which is used in the advertisement in sentence (A.5) “ After I had shampoo, I used conditioner everytime.” While the presenter is not absolutely use this product conditioner, the presenter only want to be in the consumers’ position. The persuasive languages used to justify the product’s quality are clear, simple, informative, and convincing. It makes the consumers interested in the product. In addition, the

justification is used to control the consumers' emotion; it is hopefully that they can be persuaded rationally after receiving the argument.