

**PERSUASIVE STRATEGIES AND GENDER
RESPONSIVENESS IN JANJI JIWA COFFEE SHOP
ADVERTISEMENT**

THESIS



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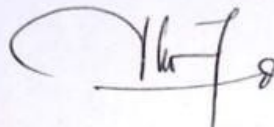
**PERSUASIVE STRATEGIES AND GENDER RESPONSIVENESS IN JANJI
JIWA COFFEE SHOP ADVERTISEMENT**

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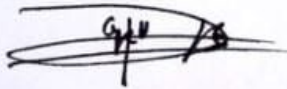
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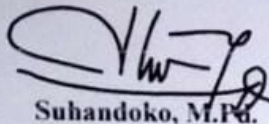
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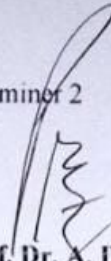
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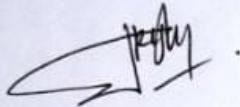
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ABSTRACT

Sholichah, M. (2022). *Persuasive Strategies and Gender Responsiveness in Janji Jiwa Coffee Shop Advertisement*. English Department, UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.

Keywords: persuasion, gender, advertisement, Janji Jiwa.

This study examines persuasive strategies in coffee shop advertisement. Numerous academics have evaluated the various forms of advertising and commonly selected slogans, jingles, and other elements. In addition, people are only attentive to the advertiser's speech. This study focuses not only on the language of persuasion but also on the mode of advertisement and gender responsiveness in the Janji Jiwa Coffee Shop advertisement.

This study used a descriptive qualitative method to describe the results of the analysis of five advertisement videos from YouTube. The data was obtained from the screenshot of each scene that consisted of the advertiser's words and sentences. The writer uses Guy Cook and Aristotle's theory about the persuasive strategy to analyze the data.

Based on the data analysis, the writer shows that pictures, speech, and writing modes are applied in this advertisement. Indeed, music modes are also indicated in Janji Jiwa Coffee Shop. Still, it does not affect the advertising process because they need to use music as a jingle to convey their slogan. Another result of this research is that all persuasion strategies are applied, and the most frequently used is logos or showing evidence to attract consumer attention. The advertiser used this strategy because they could provide information about their product's details and features. The writer found that advertiser has paid attention to gender equality reflected in consumers and baristas.

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ABSTRAK

Sholichah, M. 2022. *Strategi Persuasif dan Responsif Gender dalam Iklan Kopi Janji Jiwa*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata Kunci: persuasif, gender, iklan, Janji Jiwa.

Penelitian ini mengkaji tentang strategi persuasif dalam iklan kopi. Banyak akademisi telah menganalisis berbagai bentuk iklan dan umumnya memilih slogan, jingle, dan elemen lainnya. Selain itu, mereka hanya berfokus pada ujaran pengiklan. Penelitian ini tidak hanya berfokus pada bahasa persuasi tetapi juga pada mode iklan dan responsif gender dalam iklan kopi Janji Jiwa.

Penelitian ini menggunakan metode deskriptif kualitatif untuk menjelaskan hasil analisis dari lima video iklan YouTube. Data diperoleh dari pengambilan gambar setiap adegan yang terdiri dari kata dan kalimat. Penulis menggunakan teori strategi persuasif menurut Guy Cook dan Aristoteles untuk menganalisis data.

Berdasarkan data yang telah dianalisis, penulis menunjukkan bahwa mode gambar, ucapan, dan tulisan diterapkan dalam iklan ini. Mode musik memang terindikasi dalam iklan kopi Janji Jiwa, namun tidak mempengaruhi proses iklan karena mereka tidak menggunakan musik sebagai jingle untuk menyampaikan slogan mereka. Hasil lain dari penelitian ini adalah semua strategi persuasi diterapkan, dan yang paling sering digunakan adalah logo atau bukti untuk menarik perhatian konsumen. Pengiklan menggunakan strategi ini karena mereka dapat memberikan informasi tentang detail dan fitur produk mereka. Penulis menemukan bahwa pengiklan telah memperhatikan kesetaraan gender yang tercermin pada konsumen dan barista.

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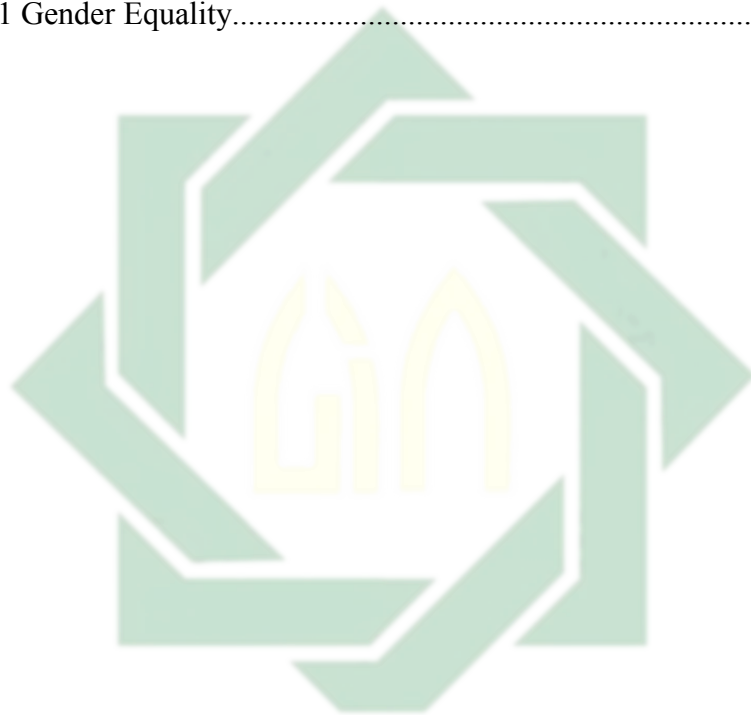
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CHAPTER I

INTRODUCTION

This section explains background of the study, problems of the study, scope and limitation, significance of the study, and definition of key terms.

1.1 Background of the Study

Persuasion is defined as the act of trying to convince someone of something or a way to convince someone to do something. Persuasion can help people smoothly, politely communicate their message and purpose. So, people use persuasion to achieve their communication goals. Keraf (1995, p. 118) define persuasion as “a verbal art that aims to convince someone to do something the speaker wants in the future.” Persuasion can be understood as a spoken or written activity performed by someone to encourage others to take action. As an art of verbal communication, persuasion hold a significant point in our life.

Persuasion language also strongly relates to discourse analysis because it relates to the context of communication, which includes the speaker, the audience, and the topic itself. As one of the parts of discourse analysis, persuasion language is a fascinating topic to be studied. It happens because the persuasion style of each person depends on their gender, background of knowledge, and personality. Besides, persuasion language is used to influence people's thoughts and behavior through daily conversation and promote products and ideas through mass media.

In this modern era, we are presented with promotional media through social media because it is more effective and efficient. Currently, the use of social

media is for more than just posting photos or videos. Social media is also used to sell our business products. Brogan (2010) defines social media as a new set of communication and collaboration tools that enable people to engage in previously unavailable interactions. Social media dramatically changes the way people live, communicate and socialize with others. Numerous platforms like Facebook, Twitter, and Instagram and video-sharing sites like YouTube have established virtual communication and information broadcasting among people (Teng, Khong, & Goh, 2015). Besides, social media enable users to participate in social networking and share and produce content. Introducing programs such as Twitter, Facebook, Instagram, and YouTube is primarily responsible for the exponential growth of social media users.

With billions of social media users worldwide, many companies recognize that social media presents significant opportunities for promoting their brands and products. Social media has enlightened them to create effective marketing campaigns (Teng et al., 2015). Numerous companies, travel agents, traders, and homemade products are presented on social media. Aiming to optimize their marketing campaign, they set up many advertisements through Facebook, Instagram, or WhatsApp. As a result, many people are aware of their brands, increasing their profit. Moreover, social media plays a vital role because many people nowadays can buy everything online, including technology, medication, automobiles and transportation, food, and fashion.

Social media influences and changes its users' attitudes and behavior using a persuasive strategy technique. One of the goals of persuasion is to persuade the

audience to believe what the speaker says. Also, the speaker or the advertiser must be aware of their client's response to their advertising and how they deliver the promotions for their gender target. The reaction of the consumer helps them improve the quality of their products. The terms responsiveness and responsiveness are frequently used in regular conversation. Bheda (2013, p. 1) stated “the variety of responses is based on who, when, why, what, where, and how of responsiveness are unclear, vary by context, and sometimes are even contradictory.” In this case, since the gender, background knowledge, and personalities are different, the response will be diverse.

Gender is the result of cultural, social, and environmental factors. Different speculative, decision-making, and information processes distinguish the gender roles of men and women (King, 1999). Males and females use and manage resources differently based on their requirements. Women and men are aware of different issues, and men and women are aware of the same things. Women and men have other ways of managing their knowledge.

The study of persuasive strategy has recently attracted many researchers in various contexts. The previous studies related to persuasion strategies were conducted by Mukarromah (2016), Rizka (2016), Wijayanti (2017), and Hasanah (2019). Mukarromah (2016) focuses on identifying effective techniques and how the strategy is applied in an iPhone advertisement. She used the descriptive qualitative method and took the data into a slogan. The researcher uses Keraf and Aristotle's theory about persuasive strategies to analyze the data collection. Based on the data analysis, rationalization, compensation, and hypnotic strategy are the

most frequent. The advertiser used ethos, logos, and pathos techniques in implementing the persuasive strategies in the slogan of the iPhone advertisement.

Rizka (2016) also conducted persuasive research entitled *Persuasive Techniques Used in Nike Advertising*. She focuses on identifying types of persuasion and how persuasive techniques are applied in Nike advertising. She took data from YouTube. This study used the descriptive qualitative method. The researcher uses Gorys Keraf and Aristotle's theories. According to Gorys Keraf, the most frequent strategy used is rationalization. Meanwhile, according to Aristotle, the most frequent technique used is personal character.

Another previous study by Wijayanti (2017) aims to define the verbal advertising modes and how persuasion techniques are applied to advertising. The data for this study was in the form of spoken and written text, so the methods used were descriptive and qualitative. It is also a discourse study since the author wants to determine how language is used in advertising to persuade people. The author uses Guy Cook and Gorys Keraf's theories to explain how the verbal modes of an advertisement work to get people's attention. As a result of the analysis, the writer found that most of The Winner's commercials use pictures, voiceovers, and writing.

Furthermore, another linguistic landscape research was conducted by Hasanah (2019). She has been in charge of her work in the *Persuasive Techniques Used by Travel Agent Online "TRAVELOKA" Advertisement on Youtube*. The researcher investigates the data in light of two issues: what types of persuasive strategies are used in Traveloka advertising and how persuasive techniques are

applied in online “Traveloka” advertising agent travel agents. Consequently, the researcher identified seven distinct persuasive techniques used in Traveloka advertisements. It consists of rationalization, identification, hypnosis, conformity, compensation, projection, and displacement. Identification and hypnotic techniques are applied most frequently in Traveloka advertisements. The advertiser used ethos, pathos, and logos to persuade the customer to use the Traveloka advertisement.

Another study about gender was carried out by Mutahir (2019). This study aims to find out how the identity and gender of Indonesian children are represented in formula milk advertisements. The analysis found that in formula milk advertisements, the gender roles displayed were no longer adhering to traditional ideologies. Women were portrayed as working in public spaces. While men showed to be able to do domestic work, both could exchange places and even be presented as one. Regarding feminine traits, the portrayal of active women without losing their feminine side persisted in formula milk advertising. While in terms of the masculinity displayed, there was a slight change. Men had been shown as conservative figures in caring for their children. Fathers showed to have no distance when interacting with their children.

Studies above have demonstrated that persuasion analysis is still relevant to scrutinize, especially in advertising. Here, the writer concludes that those studies still need to be completed. Different from other studies that investigated persuasive strategies in the world-famous brand (Mukarromah, 2016; Rizka, 2016; Hasanah, 2019), in this study, the writer examines the persuasion strategies in

well-known local brands since it has not been done before by some earlier academics in the coffee shop field. Moreover, Hasanah (2019) and Rizka (2016) were only concerned with video transcription. It differs from this study, which examines elements such as pictures, speech, and writing text in an advertisement. Besides, since the prior research only covered the persuasive strategies used by the brand advertisement, the writer is interested in elaborating it with gender-responsive persuasion strategies.

In this study, the writer also discusses gender responsiveness. The writer wants to know how far advertisers have paid attention to gender equality in their advertisements. Gender responsiveness plays an essential role in advertising. Taking into account consumer response can help companies optimize their brand advertising. Gender equality in advertising can increase market share where the target sales are not the majority of men. The writer believes that different genders may affect other responses. It means advertisers can use specific strategies to get gender attention. So the purpose of this study is to find out the modes of advertising, types of persuasive techniques, and how gender responsiveness is reflected.

The writer is interested in analyzing Janji Jiwa coffee shop's advertisement on social media due to their well-known local brands of coffee in Indonesia. Besides, Janji Jiwa coffee shop's brand is enough to attract public attention. Moreover, the Indonesian population continues to consume more coffee. International Coffee Organization (ICO) data shows that Indonesian coffee consumption from 2000-2022 experienced an upward trend. In the year 2000,

Indonesia's coffee consumption reached only 1.68 million packs, but in 2022, Indonesia's coffee consumption reached only 9.69 million packs, or jumped more than 174 percent. (International Coffee Organization, 2022). Hafni (2020) states that several groups enjoy coffee, but all circles across generations and genders can enjoy coffee. The study also chose advertisements on the YouTube channel because it is a popular social media platform for persuading worldwide consumers.

This study examines the persuasive strategy used in coffee shop advertising. The writer is interested in examining the mode of advertisement and persuasive strategy. This study applies Aristotle's theory of persuasive strategy and also uses Guy Cook's theory of advertising. Aristotle (1954) asserts three-part of persuasion strategies: Phatos, Logos, and Ethos. Aristotle defines Phatos as the emotion, Logos as the evidence, and Ethos as the incredibility of the speaker. Guy Cook's theory of advertising supports Aristotle's theory. Cook (2001) divides the modes of advertisement into three parts: pictures, music, speech, and writing. The music in an advertisement can be orchestral or solo, amplified or acoustic. Besides music, the picture can enable the interactive display. Advertisers may use well-known figures to draw attention to their message or create a parody by emulating artists' styles. The last part is speech and writing; it may include the brand name, slogan, and jingle that are distinctive of the product. These three modes of communication were complementary to one another to generate an appealing commercial.

1.2 Research Problems

- a. What are the modes of advertisement applied in Janji Jiwa coffee shop advertisements?
- b. What are the types of persuasive strategies used in Janji Jiwa coffee shop advertisements?
- c. How is the gender responsiveness of persuasive strategies reflected in Janji Jiwa coffee shop advertisements?

1.3 Significance of the Study

The findings of this study are intended to make helpful theoretical and practical contributions. Theoretically, this research intends to be one of the sources in the study of discourse on how one person impacts others through language and how discourse analysis is used in coffee shop advertisements. Practically, this research can enable linguistic academics and subsequent social media reviewers to determine advertisements' linguistic character. This study's results will be helpful to assist future advertisers, especially in making advertisements.

1.4 Scope and Limitation of the Study

This study is limited to examining Janji Jiwa's coffee shop. The writer focuses on YouTube coffee shop advertising. Therefore, the writer analyzes the linguistic mode of advertising in coffee shop advertisements based on Guy Cook's theory. Cook (2001) divides the modes of advertisement into three parts; picture, music, speech, and writing. Furthermore, the writer analyses the types of

persuasion used in coffee shop advertisements based on Aristotle's theory. Lastly, the writer examined the gender responsiveness of persuasive strategies by analyzing coffee shop advertisements.

1.5 Definition of Key Terms

- a) **Persuasion** is an invitation to someone by giving reasons and good prospects that can convince someone.
- b) **Advertisement** is a public notice or announcement promoting a product, service, or event or announcing a job opening.
- c) **Janji Jiwa** is an authentic Indonesian coffee shop owned by PT Luna Boga Narayan. Janji Jiwa coffee is well-known local brands coffee shop in Indonesia.

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CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains the theories that relate to the research problem. It focuses on the mode of advertisement, persuasive strategies, and gender responsiveness.

2.1 Advertising as Discourse

Advertising discourse is a complex type of linguistics because it includes music and pictures. According to Cook (2001), discourse analysis focuses on language and communication context. Bebbe (2012) claims that persuasion is a notable substance used in advertising. He defines *persuasion* as ensuring and influencing other people's attitudes, beliefs, values, or behavior. It is supported by Aristotle (1954); he states that persuasion utilizes written and spoken words to deliver information, emotion, and reason. As part of the marketing plan, persuasive language aims to persuade people to buy their products or to support their ideas (Malabar, 2020). The advertising communication process begins with the speaker as an advertiser who uses pictures to transmit messages to consumers. Thus, the discourse investigates the advertising features based on language and context.

2.1.1 Modes of Advertisement

Discourse analysis is concerned not only with language but also with the context of communication; it can determine to whom the speaker communicated,

under what conditions, and through what media, as well as the different types and acts of communication that developed and their relationships to one another (Cook, 2001, p. 3). Advertising does not include text or speech; it is more complex because of the inclusion of images and music. Advertisements are constantly in complicated interactions with the text surrounding them, with music and images, and with the people who create and encounter them. When music and images are combined with language to change or enhance its meaning, discourse analysis must take these means of communication into account as well. In his book, “The Discourse of Advertising,” Cook 2001:4 introduced his notion of modes of communication in advertisement as pictures, music, speech, and writing. The modes of advertisement by Cook (2001) as stated below:

2.1.1.1 Pictures

Advertising images display scenes in creating stories that convey the advertising message (Cook, 2001). Advertisers use Cook's advertising strategy to trade their promotions by using pictures and other advertisements to create messages. In communicating messages successfully, advertisers can use images as their visual element. In advertising, each scene is a story about how the product is used. According to Cook's theory, pictures can be pieces of information, moving pictures, cartoons, or photos.

2.1.1.2 Music

Music comprises different parts that can be put together along a timeline

(melody). Music can make people feel a certain way or think of certain things (Cook, 2001). In the commercial field, music can describe advertisers and their products. These songs are called jingles. A jingle is a short song with a slogan to promote a product. A jingle brings a simple message which plays in a specific melody and rhythm. An example of the jingle is in McDonald's "I'm Lovin' It." Works because the "it" can be interpreted as referring to McDonald's food, giving consumers the idea that they'd love to dig into a Big Mac and fries whenever they hear the phrase.

2.1.1.3 Speech and Writing

Almost all advertisers believe that speaking and writing for advertising messaging provide more voice power. Jargon and phrases that contain the product's purpose might be used to describe the advertiser's objective. Commercial video advertisements are available in various formats, including conversation, music, and writing (Cook, 1992). It means that these elements are combined to create a meaningful advertisement. Speech and writing uniquely function in advertising as verbal communication that conveys a product's message.

2.2 Persuasion

Persuasion elicited agreement through trust. According to Borman (1991), persuasion is a technique for persuading others to change their minds about a product. People have learned specific information about items or services through advertising, leading them to believe the company's products. Good advertising

must use persuasion tactics to persuade customers to buy or use the product.

Persuasion is used to modify people's views, affect their attention, and persuade them to buy a product, which is the main emphasis of this study. Finally, people's responses are supposed to change due to persuasion.

2.3 Persuasion Process

The persuasive process is an essential aspect of self-assurance. According to Renkema (1993), persuasion has four components: source, channel, message, and receiver.

2.3.1 Source

The source can be considered by advertisers who send information or messages. In advertising, the original is essential in determining whether or not a product can be trusted because the public may learn about the specifics and quality of a product directly from the source. A company's credibility is determined by the source, the original's reputation in the community, and how customers respond to the product.

2.3.2 Message

The advertisement's content is supported by the message. Advertisers occasionally give reasons for how items are portrayed in language or imagery. According to Pearson, Nelson, Titsworth, and Harter (2003), messages are verbal and nonverbal ideas transmitted from the source to the recipient. Symbols, words,

facial expressions, gestures, touch, voice tone, and other factors can reveal the condition of messages. Advertising messages can also be given at the advertisement's beginning, middle, or finish. It is up to the advertiser's imagination.

2.3.3 Channel

It is used to send communications from advertisers to customers. Magazines, television, radio, newspapers, leaflets, and banners are examples of several types of channels. One of Indonesia's most well-known coffee brands is Janji Jiwa's coffee. They use social media sites like Instagram, Facebook, and YouTube to get their products known to people all over the world.

2.3.4 Receiver

The consumer, viewer, or advertising target is the receiver. The main point of the persuasive process is to build great intentions in the buyer. Advertisers must be aware of their target audience's prior knowledge. Advertisers can develop strategies for attracting attention by learning about their backgrounds.

2.4 Persuasive Strategies

In persuasion, strategy refers to the speaker's plans to persuade the other person. According to Aristotle (1954), there are three parts to persuasion:

2.4.1 Phatos: the emotion of the audience

Pathos or emotional appeal will attempt to generate an emotional response from customers. Pathos can be expressed in an advertisement through metaphors, similes, and other techniques. The most successful approach for connecting the speaker with the audience in order to convey the message is pathos.

Pathos is associated with words like pathetic, sympathy, and empathy. The audience acts sad when they receive a claim without knowing its reasons. The more people reply without considering their senses, the more influential the appeal will become. Even a tragic attraction can alter the audience's thoughts, yet it is this attraction that is used to motivate individuals to take action. Love, fear, patriotism, guilt, hatred, and joy are all examples of emotions. Even if numerous arguments are rationally convincing, a disgruntled audience may not respond to a call to action.

Negative and positive emotions are the two types of feelings that customers will express. Positive emotions such as happiness: images of people having fun while eating bread. On the other hand, advertisers will leverage negative emotions such as pain: someone suffering from headaches due to work deadlines.

2.4.2 Logos: showing the evidence

Logos is a logical or rational appeal. Historical analogies and literal language are examples of logos. Advertisements can include factual and statistical facts, statements, and expert quotes in their logos. The logo has the effect of eliciting cognitive and reasonable responses from the audience.

The presence of logos also adds to the ethos since it makes the speaker appear more informed and prepared for their audience. A logo-based advertisement will supply the facts and statistics needed to fully comprehend what the product is accomplishing. An advertisement's logos can be considered a "fact" about the product. Example of a logo: 75 percent of our daily energy is contained in one glass of milk.

2.4.3 Ethos: an appeal to incredibility or character

Ethos is a desire for authority or honesty from a speaker. The speaker can persuade the audience that they are qualified to discuss a topic. It can be seen in a variety of ways, including:

- 1) Being well-known in a particular field, like being an intelligent college professor.
- 2) Having a personal interest in a subject, such as knowing someone involved in the situation at issue.
- 3) Using attractive logos demonstrates that the speaker understands the topic comprehensively.
- 4) By raising a person's morals or character.

This appeal is an effective persuasion strategy because we are more likely to listen to what the speaker says if we believe he or she is not trying to hurt us. Expert facts are frequently included in Ethos, such as that eight out of 10 dentists think Oral-B is better for maintaining our teeth's health than competing toothbrush brands. A celebrity's endorsement of a product is expected to make it more

credible: Cristiano Ronaldo makes us want to buy Nike shoes.

2.5 Gender Responsiveness

Deaux and Kite (cited in Partini, 2013) state that gender is a social and cultural building that ultimately distinguishes between masculine and feminine characteristics. Gender responsiveness is commonly known as gender equality, which means a role and position in society (male and female) that can be exchanged according to each person's abilities, regardless of sex. Gender responsiveness can be said as a situation/climate of gender equality and justice that has reflected the integration of a gender perspective and then be further formulated into specific preventive/anticipatory ways if there are found gender issues that develop in the community. Levinne (cited in Hardiansyah, 2018) says that responsiveness or responsiveness measures providers' responsiveness to customers' expectations, desires, aspirations, and demands.

The relation to gender equality in this advertisement is the promotion of gender-inclusive messaging, which gives the interests, needs, and priorities of both genders equal consideration. Companies can benefit from consciously bringing women on board to provide a gender lens into their creative process. It ensures an accurate representation of women in ads and results in creative output with a more powerful, insightful message that resonates more effectively with the modern target audience.

2.6 Janji's Jiwa Coffee Shop

A coffee shop is a type of restaurant that sells coffee, tea, pastries, and occasionally sandwiches and light meals in a larger store or structure. This study analyzed the advertisement on Janji Jiwa coffee shop's YouTube channel. In Indonesia, one of the coffee shops or brands is Janji Jiwa. This shop has been open since 2018 and has drawn much attention. Janji Jiwa is working to improve its brands and coffee products to compete with supporters. The fresh-to-cup concept of using coffee from local Indonesian farmers is one of the Janji Jiwa brand's concepts.



UIN SUNAN AMPEL
S U R A B A Y A

CHAPTER III

RESEARCH METHODS

This chapter discusses the steps related to the research methodology. It includes research design, data collection, and analysis of data.

3.1 Research Design

The writer uses qualitative research to analyze persuasive strategies in coffee shop advertisements. The writer does a descriptive analysis of the data using the Cook theory of persuasion through advertising. Qualitative research focuses on the structure, patterns, and nature of anything. According to Slavin (1992), qualitative research aims to investigate critical phenomena by placing researchers in the circumstances for an extended period. In qualitative research, data are gathered in words or sentences, then used to convey the breathtaking findings. Qualitative research can take the form of studies in various materials and case studies in our daily lives, such as an individual's personal experiences.

3.2 Data Collection

This section discusses the research data, data source, instrument, and data collection technique used in this study.

3.2.1 Research Data

In order to answer the first research problem, data was collected from each scene of the Janji Jiwa advertising, including the words, phrases, clauses, and

sentences used in the five videos on Janji's Jiwa Youtube channel. Furthermore, the writer used data from the speaker's utterances in the advertisement, which refers to persuasive strategies, to address the second research problem. The speakers in Janji Jiwa commercials provided the data voice, transcribed into text. In order to answer the third research question about the gender responsiveness of persuasive strategies used in coffee shop advertising, the writer elaborates on the gender responsiveness by the advertiser in persuasive strategy.

3.2.2 Data Source

The data source in this study is Janji Jiwa's advertisement videos from YouTube. This research chose five selected representatives to optimize the desired research results. The videos are *#KembaliSegarkanJiwa Episode 1: Keluarga*, *#KembaliSegarkanJiwa Episode 2: Teman*, *#KembaliSegarkanJiwa Episode 3: Sesama*, *Introducing Muhammad Aga*, *#KopiJanjiJiwa Coffee Advisor*, and *Janji Jiwa X United Bike*. According to the writer's observation, those videos are chosen because the advertisement uses a short drama that can attract buyers' sympathy and presents characters who can inspire young people.

3.2.3 Research Instrument

The research instrument used in collecting the data was an observation in which the writer is active and directly as the participant since the data of the research is from speech and writing. Based on Bogdan and Biklen (1998), humans are the main instrument for gathering and analyzing data in qualitative research.

The writer became an active reader to collect the data and continued watching the pictures and videos. The writer then analyzes the form of word, phrase, or sentence used in the coffee shop and consists of the modes of advertisement and persuasive strategies.

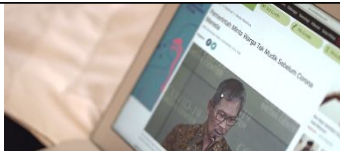

3.2.4 Data Collection Technique

The data were taken from pictures and speech of every scene in the Janji Jiwa coffee shop advertisement. The writer used some steps to collect the data:

1. The writer opened the YouTube application using a personal account. The writer searched for the advertisement video of the Janji Jiwa shop on the official YouTube channel. The official YouTube channel is Jiwa Group. The writer took five, about 1-2 minutes; each video contains short drama using several types of content, such as the way or tutorial order the product using the app and product branding. The writer took the data sources with contains persuasive strategies in Janji Jiwa coffee shop. After the writer finds the five videos, they are downloaded and stored for further data collection and later analysis.
2. The writer selected the Janji Jiwa coffee shop advertisement, which contains pictures, speech, and writing modes. The writer captured every scene on the video containing pictures and texts. After that, the writer changes the data into text form. Then those advertisement elements were divided into pictures, speech, and writing. The picture referred to the description of each scene in the video advertisement, while speech and sound were the showing elements

by advertisers. The writer used the following table:

Table 3. 1 Data Classifications

#KembaliSegarkanJiwa Episode 1: Keluarga			
Scene	Picture	Speech	Writing
	The picture shows the online article about corona.	00:00-00:12 no speech	No written
	The woman in the video was unfortunate because she could not meet her mother.	00:13-00:15 no speech	No written

3. Afterward, the writer manually transcribed by seeing the video and writer wrote the dialogue of the advertiser's speech.

3.3 Data Analysis

The writer interpreted the part of the persuasive strategies used in the Janji Jiwa coffee shop's YouTube channel to answer the research questions. Following the data collection, the data analysis will be provided. The data analysis process includes the following steps:

1. Identifying and Classifying

First, the writer identified the data, including the context, the speaker's utterance, and the writing provided in the video. Second, the writer identified the scene of the picture by scene based on the advertisement video for the Janji Jiwa coffee shop. Thirdly, the writer classified speech and writing into three categories based on persuasive techniques: pictures, speech, and writing. Those features are

based on Cook's theory and are used to identify the first research problem.


Table 3. 2 Data Analysis of Speech

Coffee Shop Advertisement Video	Speech
	<p>Guys, biar seru gimana kalau kita beliin takjil untuk satu sama lain?</p> <p>(Guys, it will be fun. How about if we buy each other sweets to break the fast?)</p>

2. Describing and Classifying

Next, the writer uses Aristotle's Theory to classify each form of persuasive strategy. The writer described the video scene by scene. After that, the writer classified the data based on Aristotle's theory, namely pathos or emotional appeal. Logos is an appeal to logic or reason, and ethos or an appeal to credibility or character. This step is used to answer the second research problem.

Table 3. 3 Data Analysis the Classification of Ethos

Coffee Shop Advertisement Video	Ethos
	<p>Muhammad Aga is one of the best-respected figures in the Indonesian coffee scene, who has contributed many achievements and changes for the Indonesian coffee scene started by being a barista..</p>



3. Interpreting the Data

Third, the writer interpreted the data. The writer interpreted the data by applying several steps. First, the writer has shown the data of modes of advertisement and persuasive strategies found in Janji Jiwa coffee shop advertisements based on Cook's and Aristotle's theories. After that, the writer explained the argument through the data clearly.

4. Describing the Gender Responsiveness Result

Fourth, the writer describes the results of gender responsiveness to answer the third research question. The writer analyzes gender responsiveness based on the videos that have been watched. Then the writer categorizes scenes containing elements of gender equality and then concludes the results after being organized.

Table 3. 4 Describing of Gender Equality

Scene	Picture	Result
	The picture depicts a male barista. Previously, the barista was synonymous with men.	There it appears that the advertisement has paid attention to the gender aspect in presenting barista employees.
	The picture depicts a female barista. This image opens up job opportunities for women who want to work as baristas in other coffee shops.	

5. Giving a Conclusion

Last, the writer drew a conclusion. The writer summarized the research finding and the previous chapters to conclude.

CHAPTER IV FINDINGS AND DISCUSSION

This chapter discusses the research findings and discussion of the Janji Jiwa coffee shop advertisement. The finding section is divided into three parts based on the research problem. The first is about the mode of advertising, which consists of pictures, music, speech, and writing. The second is about the use of persuasion strategies. The third is about the advertiser's gender responsiveness in a persuasive approach. Furthermore, in the discussion part, the writer examines the details of the findings.

4.1 Findings

The purpose of this chapter aims to answer three research questions. First is findings of the mode of advertisement, the strategy of persuasive, and gender responsiveness Janji Jiwa YouTube channel that consist of;

#KembaliSegarkanJiwa Episode 1: Keluarga; #KembaliSegarkanJiwa Episode 2: Teman; #KembaliSegarkanJiwa Episode 3: Sesama; Introducing Muhammad Aga, #KopiJanjiJiwa Coffee Advisor; and Janji Jiwa X United Bike. This section comprises four sections: pictures, music, speech, and writing. In addition, it is divided into three parts of persuasive strategies to answer the second research problem. The writer elaborates on the advertiser's gender responsiveness in persuasive strategy based on the previous step while responding to research question three.

4.1.1 Mode of Advertisements

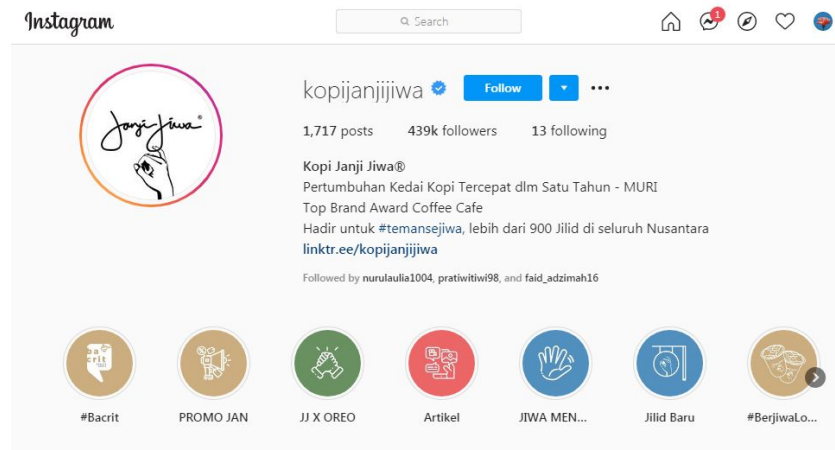
To create an exciting story for the consumer, a combination of pictures and music with speech and text is necessary for advertisement. When creating a commercial, it is crucially essential to combine images and music with speech or writing as a complete combination. The theory from Cook is used in the analysis of the mode of advertising.

4.1.1.1 Pictures

The advertiser must use a comprehensive combination of pictures, music, and speech or writing in commercial advertising. As stated by Cook (2001, p. 42), the language of advertising directly combines the paradox in both musts and cannot take into account the musical and pictorial modes.

The advertiser uses the image to create a story that becomes the commercial's theme, typically delivered by combining the picture with music, speech, or written text. Both modes work together to make the story's topic flow smoothly. The writer only describes the picture in this section because the written text will explain everything in the next section. A more explanation of each commercial is presented below.

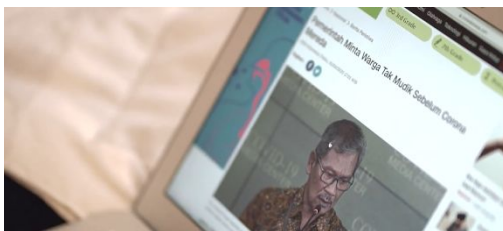
4.1.1.1.1 Pictures of #KembaliSegarkanJiwa Episode 1: Keluarga



Scene 1

The Janji Jiwa coffee shop has a unique way of building brand awareness of potential consumers through their coffee drink products with Instagram and YouTube social media, not by implementing hard selling by posting product images or photos on their social media. However, the Janji Jiwa coffee shop built brand awareness for its potential customers by using videos with stories. That is by the tagline they wrote on Instagram @kopijanjiwi #temansejiwa.

There is an advertisement video for the Janji Jiwa product on the youtube channel, which was uploaded on May 7, 2020. It takes 1 minute and has some people in it as models.



Scene 2

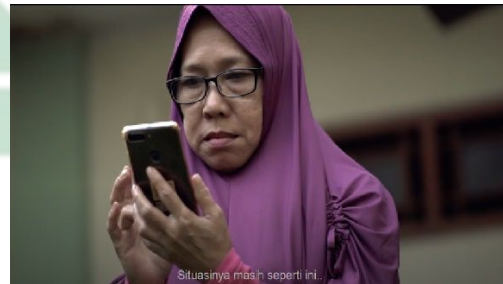


Scene 3

The ongoing pandemic has caused all #temansejiwa to celebrate Ramadhan at home. The first scene from data 2 shows the online article about corona. The government prohibits its citizens from going home before the corona ends. It continued in data 3. The woman in the video was unfortunate because she could not meet her mother.

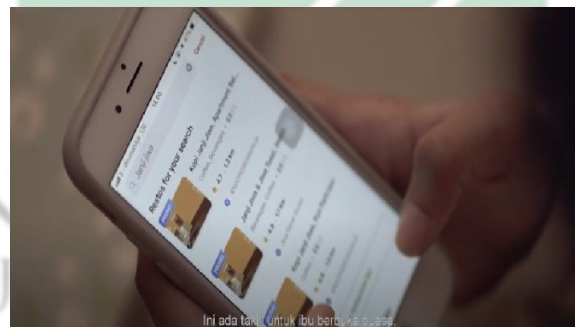


Scene 4



Scene 5

Then, in data 4 and 5, she sends messages to her mother to explain that Eid is sad that she can not go home to meet her mother because the government forbids her, and the situation is still hazardous.



Scene 6

In data 6 above, the girl orders some drink iftar for her mother. She called through an online food application. They want to make us believe that their coffee is worth buying. From what we can see in the picture, the ad tells us that coffee is unisex, which means that both men and women can drink it. Coffee has become a drink that many people like from young and old age because coffee has evolved

from time to time, from taste to appearance. Although Ramadhan is at home still cannot separate our relationship with our family. We can still give our best version in this Holy Month moment to feel close to families who may not live with us.



Scene 7



Scene 8

Data 7 shows that Janji Jiwa coffee collaborated with Kalbe Farma's Hydro Coco coconut water for Ramadan. Janji Jiwa coffee wants to offer the capability to be a great coffee shop because it can collaborate with famous brands. Drinks with a blend of Janji Jiwa and Hydro Coco flavors are a favorite choice of #TemanSejiwa because the taste can refresh the soul when fast-breaking. It is delicious and healthy. Then, the last scene in data 8 shows the packaging of Janji Jiwa coffee with the tagline #KembaliSegarkanJiwa. If the consumer drinks this product, The consumer will feel more spirited all day long. This slogan aims to make it simple for people to locate their goods by simply typing "KEMBALISEGARKANJWA" and the hashtag "#" on any social media platform, including Instagram and Twitter. The advertiser wants to present us Ramadhan at home is not an obstacle to giving both parents the best. Janji Jiwa coffee comes with a menu capable of refreshing the soul after a day of fasting. Once again, by those pictures, the advertiser wants to make us believe that everyone can relax and

enjoy coffee no matter their age or sex.

4.1.1.1.2 Pictures of #KembaliSegarkanJiwa Episode 2: Teman

The second video commercial is a continuation of the first episode. This video was published on June 16, 2020, and takes 1 minute. The advertiser introduces the product with the theme “friends.”



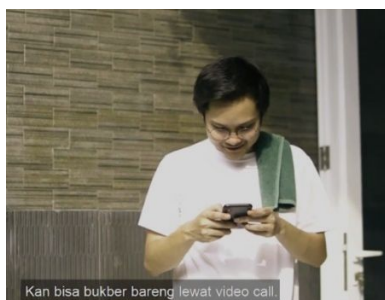
Scene 9



Scene 10

The first scene in data 9 presents a man running sports activities in his home during a pandemic. He is jumping rope. While doing sports activities, he plays with his cell phone to invite his friends to break their fast and show in data 10.

In the following scenes, the man’s friends receive the message to break the fast together. He shows a response about breaking the fast together from this advertisement, which is impossible in conditions like today.



Scene 11



Scene 12

In data 11, the man gives an exciting idea from the previous picture's breaking the fast online with his friends via video call. And then, the man's friends in data 12 suggested buying each other coffee to make it even more fun.



Scene 13

The next scene is when they break their fast together and talk via video call, enjoying and showing their fresh drink, which is suitable for breaking the fast. Advertisers provide another way for consumers to enjoy still breaking their fast with friends from different locations with a cup of Janji Jiwa coffee that is ready to drink and delivered anywhere. In this scene, advertisers introduce their products to consumers by demonstrating friends' togetherness to stay on good terms. These pictures denote Janji Jiwa Coffee as a suitable product for any gender that is excellent for people of any gender who require more energy for their daily activities. This scene also shows the packaging of Janji Jiwa coffee products.



Scene 14



Scene 15

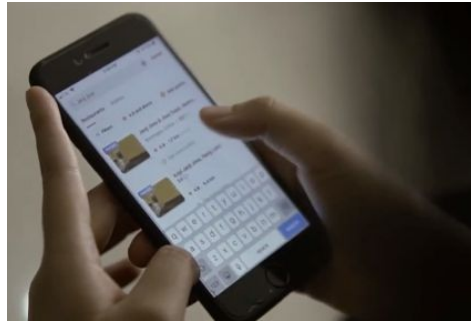
Janji Jiwa coffee has recently collaborated with Kalbe Farma's Hydro Coco

coconut water for Ramadan. Janji Jiwa coffee wants to show its capability to be a great coffee shop because it can collaborate with famous brands. The Hydro Coco series comprised Coco Pandan, Coco Presso, and Creamy Coco. Hydration is essential during fasting, and the Hydro Coco series, made with coconut water, offers hydration to fasting consumers during Ramadan. Hydro Coco is a pure coconut water drink with many benefits, such as replacing body fluids and helping neutralize toxins. Drinks with a blend of Janji Jiwa and Hydro Coco flavors are a favorite choice of #TemanSejiwa because the taste can refresh the soul when fast-breaking. It is delicious and healthy.

The last scene data with the hashtag #KembaliSegarkanJiwa makes consumers more enthusiastic about their day if they drink this product. Additionally, the taste of the coffee in this product will invigorate the soul and make it suited for both genders. This slogan is intended to make it easier for consumers to find their products by typing 'KEMBALISEGARKANJWA' using the hashtag '#' on social media such as Instagram and Twitter.

4.1.1.1.3 Pictures of #KembaliSegarkanJiwa Episode 3: Sesama

The following commercial is episode 3. Janji Jiwa is introducing the new last episode in #KembaliSegarkanJiwa. This video was published on June 16, 2020. This video takes only 55 seconds.



Scene 16

The beginning of the video (see data 11) shows us the woman ordering Janji Jiwa coffee from a food online application. It represents to us the product that will be promoted in this video, coffee. The advertiser wants to tell us through this video that this product is worth buying online.



Scene 17

The following picture shows a man wearing an online driver identity jacket (data 17) to deliver a drink order to a customer. The advertiser shows consumers that Janji Jiwa coffee can be provided anywhere and anytime. During a pandemic situation like this, drivers play an essential role in meeting the various needs of #temansejiwa. Consumers can also indirectly help drivers during the pandemic.



Scene 18

The next scene shows the driver's happiness when the coffee drinks Janji Jiwa belongs to him because the woman who ordered the drink (data 18) made *takjil* (sweet food eaten upon breaking the fast) distributed to the driver. Here, advertisers present to consumers that they can share *takjil* with anyone and how to order it is practical.



Scene 19



Scene 20

Figure 19 shows Janji Jiwa has recently collaborated with Kalbe Farma's Hydro Coco coconut water for Ramadan. Janji Jiwa coffee wants to be a great coffee shop because it can collaborate with famous brands. The Hydro Coco series comprises Coco Pandan, Coco Presso, and Creamy Coco. Hydration is essential during fasting, and the Hydro Coco series, made with coconut water, offers hydration to consumers fasting during Ramadan.

The last data shows a Janji Jiwa coffee with the hashtag #KembaliSegarkanJiwa. Consumers will be more enthusiastic about living their

day if they drink this product. This slogan is intended to make it easier for consumers to find their products by typing ‘KEMBALISEGARKANJWA’ using the hashtag ‘#’ on social media such as Instagram and Twitter.

4.1.1.1.4 Pictures of Introducing Muhammad Aga

In this video, Janji Jiwa presents us with the famous coffee advisor, Muhammad Aga. He is one of the best-respected figures in the Indonesian coffee scene and has contributed to many achievements and changes to the Indonesian coffee scene. He started by being a barista with experience for almost a decade. This video takes 1:01 seconds. It has 4.485 views and was published on August 02, 2019.



Scene 21

The first scene of the video shows an image that says, “proudly presents authentic Indonesian coffee,” which means the advertiser shows that Janji Jiwa coffee is made originally from the best local ingredients in Indonesia. All coffee beans used by Janji Jiwa are purchased directly from partner farmers, guaranteeing their quality and freshness to be processed into delicious blends.



Scene 22



Scene 23



Scene 24

In the second scene (data 22), Muhammad Aga greeted and introduced himself to the Janji Jiwa coffee barista. In data 23, he teaches the barista how to sort the coffee beans and ensure that the beans are still fresh. Then, in data 24, he was already standing in front of his espresso machine. His hands are busy fiddling with the machine, checking and tuning the espresso machine, ensuring that the device produces a drink with a delicious, soft, and sensational taste for the customers of Janji Jiwa coffee to enjoy.



Scene 25



Scene 26

Data 25 above Muhammad Aga shared everything about the coffee world with all the Janji Jiwa coffee baristas. In data 26, he gives directions to the team or

crew Janji Jiwa to hone their barista skills in professionally blending coffee and continue to learn to recognize the best quality coffee beans. He also gives some tips on how a cup of coffee should be processed in the best way to be liked by many people and become a delicious coffee not only tasty but also world-class.



Scene 27

Baristas are the lifeblood of a coffee shop. Not only does it serve the buyers' orders, but the barista also has to ensure the quality does not decrease, including preparing all the elements of tools, machines, coffee, and necessary materials before the coffee shop opens itself to visitors. The barista also acts as a storyteller, telling the story behind the drink he makes. From him, coffee becomes so valuable. For Janji Jiwa coffee to continue to be famous as the current coffee brand most sought after by the public, in data 27, Muhammad Aga wrote on a piece of paper about anything that needs to be evaluated by the Janji Jiwa brand. He writes suggestions and inputs so Janji Jiwa can develop and innovate by releasing the latest products and creating a solid marketing system. The Janji Jiwa brand is increasingly embedded in people's hearts.



Scene 28

Janji Jiwa collaborates with Muhammad Aga in the coffee commercial in the last picture. In this advertisement, Muhammad Aga acts as a coffee advisor. His experience and education make him exceptionally qualified in coffee, and he is trusted to provide advice and input to the baristas at Janji Jiwa. Thus, in this advertisement, Janji Jiwa coffee wants to show its capability to be a great coffee shop because it can collaborate with famous public figures.

4.1.1.1.5 Pictures of Janji Jiwa X United Bike



Scene 29



Scene 30

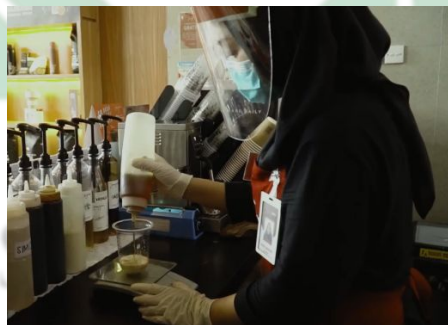
A unique collaboration presented by United Bike and Janji Jiwa coffee (see data 29) will provide a new experience in our commuter lifestyle. Coffee and bicycles have something in common: they both provide happiness. The joy of the collaboration between coffee and bicycles is what United Bike has transformed into a folding bicycle called Black Horse X Janji Jiwa (see data 30). This folding bike comes with a classic design but still prioritizes practicality. The body is compact, easy to fold, practical, and comfortable. This Black Horse X Janji Jiwa

X United Bike will be a #temansejiwa to spend a relaxing weekend or accompany our daily activities.



Scene 31

The third picture shows United Bike X Janji Jiwa holding an event with the theme “cycling.” They start in front of the united bike company page (data 31). The event was attended by one of the bicycle communities and, at the same time, introduced the launching of the “black horse” coffee bike, the Janji Jiwa X United Bike.s



Scene 32

During the coronavirus (Covid-19) pandemic, various appeals to maintain health protocols were applied at the Janji Jiwa outlets to beat the spread and transmission of the virus. All Janji Jiwa coffee baristas wear masks, gloves, and face shields. Janji Jiwa ensures that outlet conditions are under the standards set by the government by keeping the outlet area and facilities clean and hygienic. This protocol aims to break the chain of transmission of the Covid-19 virus and

minimize transmission from one human to another.



Scene 33



Scene 34

In developing its business, Janji Jiwa does not only sell coffee-based drinks from local farmers. However, now it also continues to innovate by presenting Jiwa Tea which has an authentic tea taste and a variant of toast. It is not surprising that this brand is increasingly popular. It is evidenced by the many outlets in almost every city throughout Indonesia.



Scene 35



Scene 36

Data 35 shows the location of the Janji Jiwa coffee, strategically located in the middle of an urban area that is easily accessible to consumers. As soon as you sit there (see data 36) and order coffee left and right, coffee drinkers and connoisseurs are immediately connected. Instant friends, no small talk, and chat with each other.



Scene 37

Towards the end of the video, there is a scene where Billy Kurniawan, the CEO, and founder of Janji Jiwa, takes part in a series of riding events and gives a speech about the launch of a folding bike. He also advised customers to keep cycling and maintain their health amid this pandemic.



Scene 38

Janji Jiwa collaborates with United Bike in the coffee commercial in the last picture. United Bike is the largest bicycle company in Indonesia. It has a team of dedicated professionals who use the latest technology and innovations to make high-quality products and services. Thus, in this advertisement, Janji Jiwa coffee wants to show its capability to be a great coffee shop because it can collaborate with a famous bike brand.

Based on the analysis above, through the pictures in the commercials, people may come up with phrases and words that cannot be conveyed in speech or writing. Pictures from each of the five advertisements portray scenes and stories representative of people's daily lives and social problems. All the advertising

above is designed to attract societal demand for their products. So, the pictures in every ad are supposed to attract people's attention and make them want to buy the product.

4.1.1.2 Speech and Writing

Speech in commercials refers to the vocalization of sound expressing an idea, concept, feeling, or opinion. The speech appears in the commercial as messages about the products the advertiser wishes to communicate. On the other hand, writing is the text that appears during commercials and complements spoken language or speech. As Cooks (2001, p. 53) stated, make full use of music, song, images, and dialogue. However, it is interesting to note that they return to a more traditional reliance on writing and speech in their last moment. However, the speech in this study is also present in text form. The analyses are below.

4.1.1.2.1 Speech of #KembaliSegarkanJiwa Episode 1: Keluarga

Datum 1

Gadis: “Bu, lebaran kali ini, kakak gak pulang kesana ya. Situasinya masih seperti ini dan ini juga kan dianjurkan sama pemerintah.”

Woman: “Hi, Mom! I am sorry for not coming home to celebrate Eid al Fitr together. The (pandemic) situation is not even improving, and the government has abolished us (going home for the Eid celebration).”

Datum 2

Ibu: "Sedih deh gak bisa kumpul-kumpul sama kakak."

Mom: "I feel sad because we couldn't meet together (to celebrate eid like we used to)."

Datum 3

Gadis: "Ini ada takjil untuk berbuka puasa, maaf kakak belum bisa pulang lebaran kali ini. Semoga ibu sehat-sehat selalu ya. Nanti pas waktunya buka puasa kakak video call ya."

Woman: "Mom, I am sending you some delicious food and beverage for breaking the fast. (it must be great to spend time with you, Mom) but unfortunately, I still can not make it to go home (due to the pandemic). I hope you are always in good shape and stay healthy. Later, I will call you to have to break the fast together."

The dialogue above is from an advertisement between a young girl and her mother. The advertiser maker should have mentioned something about the product's details. Meanwhile, the advertiser decides to emphasize the sentimental value of the story itself. So, the Janji Jiwa coffee stresses that the product can be enjoyed in various situations and at any time, such as in the advertisement above, which happens when a girl cannot go home during a pandemic. However, she can still send the Janji Jiwa coffee as a substitute for herself, who cannot return home.

4.1.1.2.2 Speech of #KembaliSegarkanJiwa Episode 2: Teman

Datum 4

Wanita: “Tidak terasa, kita sudah memasuki bulan puasa. Namun, kondisi di luar mengharuskan kita untuk di rumah aja.”

Woman: “Time flew so fast, and now we have entered Ramadhan (the happy moment when everyone fasts in the day and meets their friends and family at night to break the fast together). But unfortunately (the pandemic still haunted us, and we need to do physical distancing to prevent the virus transmission), it makes us stay at home all day long.”

The oral text above is the opening of a commercial advertisement that shows the situation where it was breaking fast and in a case where Covid-19 was rampant. It made people unable to leave the house like before.

Datum 5

Pria 1: “Guys, bukber yuk.”

Man 1: “Wanna hang out today?”

Pria 2: “Hah? Bukber? Situasi lagi kayak gini mana bisa?”

Man 2: “Are you insane? (for God's sake, hangout during the pandemic is a terrible idea) How can we do that?”

Contrary to this conversation's previous conversation, one of the figures

suggested breaking the fast together. In this case, it is usually done during the fasting month. It is done together with friends in one place by gathering together.

Datum 6

Pria 1: “Kan bisa bukber bareng lewat video call.”

Man 1: “Calm down, and we can still make it through video call.”

Pria 3: “Guys, biar seru gimana kalau kita beliin takjil untuk satu sama lain?

Jadi gini ya, gue beli untuk Tino, Tino beli untuk Intan, Intan beli untuk Rangga, Rangga beli untuk Rini. Nah, Rini beli untuk gue. Oke?”

Man 3: “Guys, let's do something fun! How about we buy Janji Jiwa coffee for each other? So, I will buy for Tino, then Tino will buy for Intan, Intan will do the same for Rangga, Rangga to Rini, and finally, Rini will buy for me. Sounds cool, right?”

The conversation above narrates about people who plan their iftar during Ramadan, which is remarkable for Muslims, who are the majority in Indonesia. However, the pandemic situation prevents them from meeting each other. That's why the advertiser shows them a solution to break their fast together during the pandemic. Although they can not gather in one place, they can still buy food for each other. In addition, they also can meet virtually through video calls to break their Ramadhan fast together.

Datum 7

Wanita: “Walaupun gak bisa ketemu, Janji Jiwa tetap bisa menemani buka puasa kamu.”

Woman: “Even though we can not gather (during this pandemic), Janji Jiwa will become the excellent choice to accompany your breaking the fast.”

In the last conversation, the advertiser emphasizes that Janji Jiwa coffee provides the best service to accompany our iftar moment with our beloved ones.

4.1.1.2.3 Speech of #KembaliSegarkanJiwa Episode 3: Sesama**Datum 8**

Pembeli: “Pak, ini ada sedikit minuman untuk Bapak berbuka puasa nanti ya. Minuman ini pas banget untuk dijadikan takjil. Jadi gak usah dianter ke rumah saya ya.”

Buyer: “Sir, please accept this. I have some beverages for your breaking fast (Janji Jiwa); it is a perfect choice to accompany it (because the taste is so fresh and sweet). You don't need to deliver it to my house (please enjoy it).”

Datum 9

Ojek online: “Serius Bu? Ini buat saya minumannya Bu?”

Driver: “Really? So this beverage is mine?”

Datum 10

Pembeli: "Iya Pak, mohon diterima ya."

Buyer: "Sure, please accept it."

Datum 11

Ojek online: "Alhamdulillah, sekali lagi terima kasih ya Bu."

Driver: "Alhamdulillah, thank you (for your kindness), Ma'am."

The above conversation is about a girl (buyer) and a driver from an online application in a commercial advertisement. The girl gives her drinks to the driver, who delivers the order to her house. The sentence 'this drink is very suitable for takjil' means that the advertiser wants to inform the Janji Jiwa coffee to be used as a friend to break the fast and be used as a drink to share with others.

4.1.1.2.4 Speech of Janji Jiwa X United Bike**Datum 12**

"Halo selamat pagi teman sejiwa semuanya, hari ini kita dan united bike sudah gowes bareng dengan teman-teman dari WCC SELI (Womens's Cycling Community) Jakarta dengan tim united bike. Sebagai launching dari kolaborasi sepeda lipat janji jiwa. Disini ada 3 warna Liquid Gold, Latte Glossy, dan Earthy Matte.. Pesan saya sih sekarang kita di masa pandemi ini semuanya bisa gowes bareng dan tetap jaga kesehatan."

"Hello, good morning *Teman Sejiwa*. Today, we have cycled together with United

Bike and a great community of WCC SELI (Women's Cycling Community). To celebrate the launch of the collaboration of Janji Jiwa's folding bikes, we launch 3 appealing colours, i.e. Liquid Gold, Latte Glossy, and Earthy Matte. By establishing this, I hope everyone can stay healthy and ride together (to boost their stamina) during this pandemic.”

Billy Kurniawan, the CEO of Jiwa Group, spoke the oral text above. He explains Janji Jiwa is working with United Bike, a well-known folding bicycle manufacturer. And to celebrate this launch, they invited WCC SELI to hold a ride together. He also explained several folding bike variants in collaboration with the Janji Jiwa coffee and United Bike. He advised customers to keep cycling and maintain their health amid this pandemic as additional information.

4.1.1.3 Writing

Datum 1: Janji Jiwa X Hydro Coco (Real Coconut Water)

The writing in the videos Keluarga, Teman, and Seama have the same words. In this commercial, the advertiser has collaborated with Janji Jiwa and Hydrococo, as shown in the sentence above.

Datum 2: #KembaliSegarkanJiwa

The writing in the videos Keluarga, Teman, and Seama have the same words. At the end of the video, the above sentence appears that using the hashtag again refreshes the soul. Advertisers want customers to find their products easily

using these hashtags on social media. Also, that hashtag can be a motto that the customer will remember.

Datum 3: Janjii Jiwa X Muhammad Aga

In the video advertisement entitled Introducing Muhammad Aga, #KopiJanjiJiwa Coffee Advisor, the sentence above illustrates that the advertiser is working with Muhammad Aga as a coffee advisor.

Datum 4: Billy Kurniawan (CEO & Founder of Jiwa Group)

Datum 5: Janji Jiwa X United Bike

In the video advertisement entitled Janji Jiwa X United Bike, data 8 explain the sentence above aims to give information about the CEO & Founder of Jiwa Group. Data 9 of the video shows that sentence describes that the advertiser has collaborated with United Bike.

4.1.1.4 Music

In the advertisement, music is usually a jingle representing a company or product description. In the Janji Jiwa coffee advertisement, all five advertisements do not use a jingle. They use a musical instrument as a back sound of ads. So, the rear sound is not related to the product, only to create more emotion in the audience's hearts the ad alone.

4.1.2 Persuasive Strategies in Janji Jiwa Coffee Shop Advertisement

This study's second research question about Janji Jiwa coffee advertisement persuasion uses Aristotle's theory. Based on Aristotle, there are three persuasive strategies. The writer found three persuasion strategies: Ethos, Logos, and Pathos.

4.1.2.1 Ethos: an appeal to the credibility of the advertiser or character

Ethos refers to the speaker's personality. It is a source of credibility or trust. A speaker needs their audience's trust to persuade the target audience. The listeners will know the speaker's character by looking at how well they speak, what they talk about, how they talk, and other things. People will also be interested in a product if advertised as a recommendation from their idol to want something similar to their model. Janji Jiwa's coffee advertisement uses Ethos or personal character to show public figures and those perceived favourably by the audience.

a. Introducing Muhammad Aga, #KopiJanjiJiwa Coffee Advisor



Scene 1

The first personal character of this research can be seen from the picture

above in data 1. Muhammad Aga is one of the best-respected figures in the Indonesian coffee scene, who has contributed many achievements and changes to the Indonesian coffee scene, starting by being a barista with experience for almost a decade. He has a good self, is attractive and confident, and possesses a remarkable ability to draw consumers. Armed with knowledge and education in the coffee world, he is very qualified in the coffee field. He is trusted to advise and input the baristas in Janji Jiwa coffee. Besides, he has a handsome face and a good personality capable of taking consumers' beliefs. In this video, he does not persuade the consumer, but his body movement and expression indirectly convince us to buy the product. It shows that the effect of Janji Jiwa coffee is trusted because it comes from a person who has a good impact on society.

b. Janji Jiwa X United Bike



Scene 2

In data 2, the speaker in this advertisement is Billy Kurniawan.

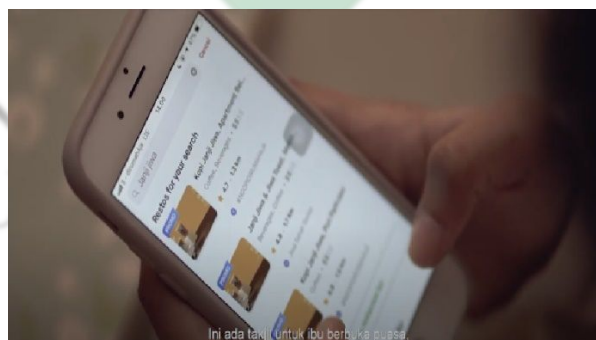
Advertisers use Billy as a speaker to convince consumers. As we know, Billy is the CEO & Founder of Jiwa Group, which successfully built a branch in Indonesia. He has an interest in or passion for coffee. Janji Jiwa represents serving coffee from the heart to all coffee connoisseurs. Armed with power and strong

determination, the previously little enthusiasts now have thousands of enthusiasts. Promotion and collaboration have become an essential part of Janji Jiwa's development. The success of the Founder and CEO of Janji Jiwa has been achieved thanks to the passion for channelling passions and applying the right business strategy. He inspires young people because of his success in establishing a coffee business.

4.1.2.2 Logos: an appeal to logic or reason

Logos relates to logical meaning. It is used to support the speaker's claims. It can be seen through what the product does or the evidence. Using logos in an advertisement will provide us with the data and proof we need to comprehend the product entirely. The logos of an ad will be the "straight facts" about the product.

a. *#KembaliSegarkanJiwa Episode 1: Keluarga*



Scene 3

The advertiser shows us various choices of the Janji Jiwa coffee menu according to our wishes and budget. By ordering an online food application, we can enjoy any menu, with a touch on the handphone to make it easier for people who are constrained to come to the outlet but want to enjoy Janji Jiwa's speciality

coffee. The advertisement tells that a child cannot temporarily gather with his mother during Ramadhan during this pandemic. Therefore, advertisers show their consumers that the sense of togetherness is still there by sending *takjil* iftar to their mothers ordering drinks from the Janji Jiwa through an online order application.

b. #KembaliSegarkanJiwa Episode 2: Teman



Scene 4

In this advertisement, the advertiser told us about the product's evidence in this commercial. Young people enjoy that coffee; men and women also drink it. As the main product, coffee is served in various unique beverage flavours like iced coffee milk with palm sugar, black coffee, and more. Iced coffee is often a favourite choice for those who want to drink coffee without a bitter taste that is too strong. It shows that taste can influence purchasing decisions. In addition, the drink packaging is unique and easy to carry. Janji Jiwa coffee has a distinctive taste and is different from others, so consumers are interested in buying this product. The advertisers have a solution to still break their fast together even from home in a pandemic situation by sending *takjil* to each other. From this picture, the right solution is to order and send coffee drinks that Janji Jiwa to each other.

c. **Introducing Muhammad Aga, #KopiJanjiJiwa Coffee Advisor**



Scene 5

The beginning of this advertisement displays an image that reads “Proudly Presenting Original Indonesian Coffee.” The Advertisers show that Janji Jiwa coffee is obtained from local ingredients, the best coffee beans in Indonesia, directly from coffee farmers. Janji Jiwa coffee has the tagline “Coffee from the Heart,” which aligns with its mission to introduce local Indonesian coffee beans. Since its inception, Janji Jiwa coffee has consistently bought coffee beans directly from farmers. In the video, Aga and male and female baristas Janji Jiwa enjoy the coffee they have made. Janji Jiwa bought the seeds directly from farmers and carefully processed them to maintain the quality of the coffee. Janji Jiwa coffee has a skilled roaster to roast the beans to worldwide standards, guaranteeing a consistent flavour when brewed.

4.1.2.3 Phatos: an appeal to emotion

a. *#KembaliSegarkanJiwa Episode 1: Keluarga*



Scene 6

In this scene, the advertisers show a mother receiving an order from her daughter from the Janji Jiwa coffee ordered and delivered to her mother to break the fast. But, unfortunately, they can not meet because it is still a pandemic. Thus, the customers will need to buy this product to continue bringing happiness to their loved ones. This advertisement contains persuasive language due to its intended meaning. So it will persuade consumers to buy that product.

b. *#KembaliSegarkanJiwa Episode 3: Sesama*



Scene 7

Another commercial that appeals to emotion is from the *Sesama* episode. The advertisement tells of a young woman ordering a Janji Jiwa coffee. When the driver arrives in front of his house, he suddenly surprises the driver that the drink

has become his. The driver was very grateful and very happy about the gift of the drink. Advertisers tell us that raising concern for one another can happen anywhere and anytime. Janji Jiwa coffee can give both the giver and the recipient happiness.

4.1.3 Gender Responsiveness

Representation of gender in advertising Janji Jiwa describes the concept of a coffee shop, where drinking coffee is identified with men. It matters because of the functions and benefits of coffee for restoring the spirit and staying sleepy while working. But women, too, drink coffee because a girl no longer dwells in the domestic area; women also have a lot of activities.

An increasingly "modern" lifestyle has made many new coffee shops pop up in Indonesia. The consumers are the young millennial generation who currently likes to drink coffee with friends while doing other activities. They don't like drinking instant coffee at home; drinking coffee at home has been replaced by the behaviour of drinking coffee in a comfortable place and meeting lots of people. Drinking coffee is not only for the demands of one's taste but for some urban communities, it has become part of one's lifestyle or routine.

The coffee shop occurred social change into a public space for millennial people. People start making coffee stalls as an alternative space for work, interaction, and entertainment. As time progresses, the coffee shop forms traditional and modern concepts. Traditional coffee stalls are still causing problems and non-responsive gender in facilities and services. At the same time,

the contemporary coffee shop has shown gender-responsive steps characterized by adequate facilities suitable for men and women too. Women have been accepted in coffee shops, but special conditions regarding the time of visit and clothing still accompany their presence. For example, a visit to a traditional or modern coffee shop is more than 10 pm will create a wrong impression for her. Meanwhile, men can determine their time without being considered bad for society. In this study, the author will describe the gender responsiveness of the persuasive strategies used in Janji Jiwa coffee advertisements.



Scene 1



Scene 2

Scene 1 is a screenshot from the video *#KembaliSegarkanJiwa Episode 3: Sesama*, while scene 2 is a screenshot from the video *#KembaliSegarkanJiwa Episode 1: Keluarga. Sesama*'s video shows social awareness. That advertisement tells of a young woman ordering a Janji Jiwa coffee. When the driver arrives in front of his house, he suddenly surprises the driver that the drink has become his. The driver was very grateful and very happy about the gift of coffee. There, Janji Jiwa coffee advertisers have displayed gender-equal customers. From what we can see in the picture, the ad tells us that coffee is unisex, which means that both men

and women can drink it. Coffee has become a drink that many people like from young and old age because coffee has evolved from time to time, from taste to appearance—enjoying a cup of coffee synonymous with the world of men. Now, women are also coffee connoisseurs.



Scene 3

For most women, drinking coffee is synonymous with the trend of gathering with friends and colleagues at coffee shops, as a medium for socializing. Women's coffee choices are also different. If most men like to consume brewed coffee, for example, more women like flavored coffee, which is lighter and has a variety of flavors.



Scene 4

Scene 4 is a screenshot from the video *#KembaliSegarkanJiwa Episode 2: Teman*. In the advertisement of *Episode 2: Teman*, the scene tells the

young men and women to break they are fast together and talk via video call by enjoying and showing their fresh drink suitable for breaking the fast. Advertisers provide another way for consumers to enjoy still breaking their fast with friends from different locations with a cup of Janji Jiwa coffee that is ready to drink and delivered anywhere. These pictures denote Janji Jiwa Coffee as a suitable product for any gender that is excellent for people of any gender who require more energy for their daily activities.



Scene 5



Scene 6

Scene 5 is a screenshot from the video *Introducing Muhammad Aga, #KopiJanjiJiwa Coffee Advisor*, while scene 6 is a screenshot from the video *Janji Jiwa X United Bike*. There, Janji Jiwa coffee advertisers have displayed gender-equal baristas. Now there are no restrictions on women in choosing a career. Many women do jobs that are synonymous with men, such as barista. The profession of female barista is a very challenging and fun job. Every individual has the same rights and opportunities in a career. A female barista can be a cashier, look attractive, and serve customers in a friendly manner.



Scene 7

The advertiser shows a business person to promote their products in this strategy. Janji Jiwa Coffee intends to place a barista idolized by society, particularly millennials. Thus, consumers will be more interested in buying this coffee. Furthermore, because coffee was drunk to relieve drowsiness in the past, and a man drank coffee, now coffee is part of the lifestyle of Indonesians in various circles and all genders. Thus, by collaborating with Muhammad Aga, The advertiser wants to ensure the consumer buys their product and drinks the Janji Jiwa coffee. Because in the advertisement, Aga suggested to the Janji Jiwa team that coffee baristas serve healthier coffee choices. Janji Jiwa coffee shop deserves to be called one of Indonesia's pioneer coffee shops because it is a favorite shop for millennial generations. Public enthusiasm for coffee drinks in Indonesia is still very high. The emergence of Janji Jiwa coffee can prove this as a beverage brand of original Indonesian coffee that has been overgrown in recent years. The writer believes that this advertisement is intended for all genders.

4.2 Discussion

The writer analyzes persuasive strategies in the local brand coffee shop advertisement. The findings of this study can show the use of the mode of

advertisement, type of persuasive strategies, and gender responsiveness in Janji Jiwa Coffee. Based on the finding, the modes of advertising, picture, speech, and writing are correlated. It can support the product's appearance and the advertiser's emotions. Aziza (2019) found a correlation between music, text, and image modes. She explained that music, text, and images have a relationship that makes videos more engaging, innovative, and compatible. It is contrary to the findings of this current research that with or without music does not affect the video. Indeed, music mode is also indicated in Janji Jiwa Coffee Shop. However, it has no impact on how advertisements are made. The type and concept of advertisements determine the presence of music mode in commercials. So, the mode of advertising in every commercial hopes to attract people's attention and persuade them to purchase their products.


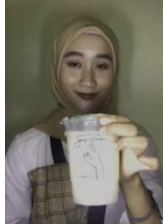




The influence of visual and verbal interactions on persuasive strategies is the relationship between advertising modes and persuasion strategies in Janji Jiwa's coffee shop. It uses the picture to build a story that becomes the theme of the commercial, which is often delivered by combining the picture with music, spoken speech, and written text because the story's theme works well when both modes are used simultaneously.

Regarding the second question, the types of persuasive strategies used in Janji Jiwa coffee shop, the writer found all of the types of persuasive strategies by Aristotle in those videos advertisement. The most used persuasion in this advertisement is logos or providing evidence. It is in line with Hasanah (2019) that the more advertiser knows about the customer and their needs, the easier it is

to identify opportunities to sell them the products and suggest quality products. So, it shows that the persuasion process occurs solely from the concept of each advertiser in persuading consumers, and it does not depend on the advertised product, the type of advertising, or other factors. Giving evidence is the fundamental need for persuasion. The evidence is needed to persuade the consumers because it is essential to show them that they are true. The evidence is also shown in how the application buys this coffee in the Coffee Shop advertisement. The app is meant to make ordering and sending drinks simple and accessible and equipped with smartphones. Online food application allows us to order and pay for food and drinks within our favorite budget. Also, the Advertisers show that Janji Jiwa coffee is obtained from local ingredients, the best coffee beans in Indonesia, directly obtained from coffee farmers. In addition, the drink packaging is unique and easy to carry. Janji Jiwa coffee has a distinctive taste and is different from others, so consumers are interested in buying this product.

Then, after finding elements and how the persuasive strategies used in the advertisement, most of the gender target consumers are both men and women. Gender equality shows in balance. Likewise, in displaying the barista employees, the ad has paid attention to the gender aspect in presenting. In terms of social awareness, the famous person does not show equality because not found women. Social awareness shows the online driver man, and the public figure man shows Muhammad Aga.

Table 4. 1 Gender Equality

Gender	Man	Woman
Responsiveness		
Customer		
Job (Barista)		
Social Awareness		Not found
Famous Person		Not found

Thus, the gender responsiveness of persuasion strategies used in the local brand coffee shop advertisement aims to make the advertisement clearer, more informative, simple, and convincing. Persuasive strategies are used to justify the product or service's quality. So, it can make the consumer influenced easily.

According to this research, persuasive strategies are essential because they are part of promoting advertised products. The advertisers can persuade the viewer through various ways such as visual, verbal, thought, or feelings. They are many competitors in the coffee shop product business, so a good marketing strategy is needed. One method to make a product attractive is promoting it on

social media such as Instagram and Youtube because social media are popular and most used by everyone nowadays. It increases the attractiveness of consumers to buy the product like Janji Jiwa coffee shop advertisement using short story and showing the advertiser in all ages and gender in their advertising on Youtube. Storytelling marketing means using a narrative to communicate a message and make the viewer feel something – enough that it'll inspire them to take action. Storytelling in marketing helps consumers understand why they should care about something, and it humanizes your brand. And using exciting pictures and captions on Instagram so people can search the hashtag to find the product.



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CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter includes a conclusion that summarizes the findings and offers improvements for future research.

5.1 Conclusions

The current research uncovered that Janji Jiwa coffee shop advertisements focus on picture, speech, and writing modes. In contrast, music does not affect promotions. It makes the mode of advertising in Janji Jiwa Coffee Shop different from other ads, and many of them are applied to all of the elements of the ad. Music, pictures, speech, and writing modes can attract people's attention, persuade them to buy their products, and support the product's appearance and the advertiser's feelings.

Meanwhile, the relationship between advertising modes and persuasion strategies in Janji Jiwa's coffee shop is the influence of visual and verbal interactions in persuasion strategies. Both modes combine simultaneously to make the story's theme go well.

Based on the finding, showing evidence or logos is the best strategy to apply in their advertisement. One fundamental persuasion is the logical reason and giving the facts about the product. The Janji Jiwa coffee shop advertisements emphasize providing evidence, such as tips for simply ordering the product by online application. Also, showing the product's composition and packaging proves the product is worth buying.

Then, after finding elements and how the persuasive strategies used in the advertisement, most of the gender target consumers are both men and women. Gender equality shows in balance. Likewise, in displaying the barista employees, the ad has paid attention to the gender aspect in presenting. In terms of social awareness and the famous person does not display equality. Social awareness shows the online driver man, and the public figure man shows Muhammad Aga. The gender responsiveness of persuasion strategies used in the local brand coffee shop advertisement aims to make the advertisement clearer, more informative, simple, and convincing. Persuasive strategies are used to justify the product or service's quality. So, it can make the consumer influenced easily.

5.2 Suggestions

The research could be better and has many things that future researchers could improve. The writer only analyzes the persuasive strategies in Janji Jiwa coffee shop advertisements which has many limitations. In the future, further research can investigate comparing two or more different coffee shops in this country or another country in other aspects of persuasive strategy. If the advertiser wants to present the concept of gender, the advertiser must be more aware of gender and show the two in a more balanced way. The relationship between women and men is interesting to study regarding the views of gender roles. Then, future researchers can use other theories to see how advertisers persuade the consumer. Providing the knowledge and contributing to this study will be more helpful.

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