

**A DISCOURSE ANALYSIS ON PERSUASION TECHNIQUE USED IN
SMARTFREN ADVERTISEMENT**

THESIS

Submitted as a partial fulfillment of the requirements for the Sarjana Degree
of English Department Faculty of Letters and Humanities UIN Sunan Ampel
Surabaya

PERPUSTAKAAN UIN SUNAN AMPEL SURABAYA	
No. KLAS K A. 2014 009 BSI	No. REG A. 2014/BSI/009 ASAL BUKU : TANGGAL

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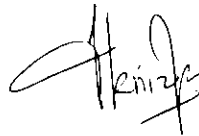
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Approved to be examined

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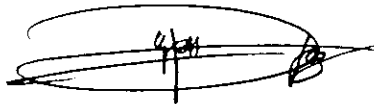
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2014

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TABLE OF CONTENTS

	Page
Inside cover page.....	i
Inside title page	ii
Declaration page	iii
Dedication page	iv
Approval page	v
Examiner approval page	vi
Motto	vii
Acknowledgements	viii
Table of contents	x
Abstract.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Research Problem	7
1.3 Objective of the Study	7
1.4 Scope and Limitation of the Study	7
1.5 Significance of the Study	8
1.6 Definition of Key Terms.....	9
CHAPTER II REVIEW OF RELATED LITERATURE.....	10
2.1 Theoretical Framework.....	10
2.1.1 Discourse Analysis.....	10
2.1.2 Guy cook theory of Advertising as Discourse	15

2.1.3 The Mode of Advertisement	15
2.1.4 Persuasive.....	18
2.1.5 Persuasion Process	19
2.1.6 The basic of persuasion.....	20
2.1.7 Technique of Persuasion	21
2.2 Previous Studies.....	27
CHAPTER III RESEARCH METHOD.....	28
3.1 Research Approach.....	28
3.2 Technique of Data Collection	28
3.2.1 Source of Data.....	28
3.2.2 Research Instrument.....	29
3.2.3 Research Procedure	29
3.3 Data Analysis.....	30
CHAPTER IV DISCUSSION	31
4.1 The Mode of Smartfren Advertisement.....	31
4.1.1 Pictures on Smartfren Television Commercial	32
4.1.2 Music on Smartfren Television Commercial	51
4.1.3 Speech and Writing on Smartfren Commercial	56
4.2 The way of Applying Persuasion Technique on Speech and writing	61
CHAPTER V CONCLUSION AND SUGGESTION.....	66
5.1 Conclusion	66
5.2 Suggestion.....	68
REFERENCES	
APPENDIXES	

ABSTRACT

Dwi Cahyani, Lilis. 2014. *A Discourse Analysis on persuasion tehniqe used in Smartfren advertisement*. Thesis, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M.A.

This study attempts to identify the way the advertiser of Smartfren in using picture, Music (lyric), speech and writing, toward their three commercials. It also examines the technique of persuasion which is applied on Smartfren Commercial. Persuasion is an art of communication which uses more language to persuade people. It is usually used on mass media to offer their product or service to the customer, especially on television commercial.

Related to the explanation above, it was interesting to conduct a persuasive research entitled "*A Discourse Analysis on persuasion technique used in Smartfren advertisement*". This study focuses to identify the mode of advertisement and how the way the persuasion techniques are applied on television commercial. This research was designed by using descriptive qualitative method because the data of this research were in the form of spoken and written text. It also a kind of Discourse studies because the writer wants to identify how the way language is used to persuade people through advertising.

The result of the analysis, the writer found that most of Smartfren advertisements combine pictures, music (Lyric). speech and writing in its commercials. The pictures almost show panorama and some facial close up. The songs are jingles of Smartfren Company. Then speech and writing in this commercials denote some persuasion techniques, they are: rationalization, identification, conformity, and suggestion. The combination of those modes evokes a certain effect to the viewer. Therefore, the way of applying persuasion techniques are supported by principle of persuasion, such as: personal character, ability to control emotion and showing evident. Those ways can be presented through certain pictures and music. Thus, there are five appeals that used by the advertiser on Smartfren commercial, such as: features appeal, favourable price appeal, news appeal, popular appeal and competitive advantage appeal.

Finally, the writer hopes that this research gives a contribution for the next researchers who are interested to conduct persuasion research by using other theories that more complete and better.

Keyword: Discourse Analysis, Persuasion Technique, Smartfren, Advertisement.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Communication as like as a vehicle for human being to interact each other. Communication is derived from Latin word “*communicare*” which means “to make common” or to share (Pearson et al., 2003:10). It is used in the process of sending and receiving information, idea, opinion, signals or message by talking, gesturing and writing.

A good communication means a communication that contains of some points. As Brook’s said in her book (2002:5) “Good communication means relevant, focused, timely and readable”. It denotes that a speaker must give attention to the particular person or group that conducts communication, so both speaker and hearer can focus to each partner. Then, relevant means appropriate topic because it is a significant thing that should be considered in order avoiding confusions during communication. While timely and readable mean that a speaker is suggested to give change or time to the hearer to feel or think for a while from the backtalk and avoid the long-winded in order to keep your partners losing their interest of talking with you.

Two of the goals of human communication are to be understood and to be believed (Taillard, 2013:3). While conducting a communication, each people must use an appropriate language. Basically, appropriate language is used to make people understand with the case that they are going to discuss. Then, another goal is to be believed. It means people try to affect other people’s beliefs, desires and



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actions. Good communication is the success to reach the goal of communication. Language, however, is being the important part of communication as a tool to achieve its goal.

The use of language is the object study of discourse analysis. This study concerns on linguistics, such as how languages used in persuading people during communication. There is an art of discourse that is Rhetoric. Keraf (2009:3) argued "Rhetoric means the use of language as an artistic technique, both oral and written are based on a well-structured knowledge". Deals with it, there are two important aspects which people should to understand about rhetoric. The first is knowledge about language and its used. The Second knows the object that will be the target of language's user.

Persuasive is a form of rhetoric. It is a communicative act that carries out both these goals an audience that has been persuaded has understood an utterance, and believed its message. According to Muholland (1994:14) "Persuasion is a factor of ordinary everyday life, and it is what can make people feel more or less

comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and the community". Then, through some instruction, both direct and indirect speech people influenced to take a decision or change their thought based on what the speaker wants. Hogan argued that persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy (as cited in Abbas 2008:15)

Persuasion is commonly used in the world of marketing and politics. In political oration or campaign, persuasive is used by the speaker when conduct a direct speech or oration to convey their idea, purpose, and belief. Moreover, persuasion is also used by marketer and advertiser to offer their product or service to the customer.

The technique of persuasion in advertisement is used to persuade consumer, so people will give attention to the products or service and interested to consume it. Advertisement is a form of using persuasive which presented attractively. According Silverblatt (2007:6) "Advertising: the sponsor of the series, Wal-Mart, appeared during the commercial breaks, promoting its stores and products". Advertisement becomes one of the best ways to introduce company's products. Most of products which are promoted in advertisement become familiar in the society. It is due to advertisement can be present through some method or types which effectively take people's attention because of its performance.

Wiryanawan stated" There are two types of advertising, which is released with no mass media through publishing: direct marketing and relation media such as brochure, flyer, leaflet, direct mail, email, and poster. The line advertisement which is released through mass media such as television, newspaper, magazine, radio, billboard and any types of commission based media"(as cited in A'yun, 2008:10). It shows that advertisements have a looseness to be widespread through various mass media based on the advertiser's need.

In this globalization era, mass media become popular as an effective way to be in touch with public. Television is one of helpful communication medium which presented any kind of information, news, entertainments such as film, music, and education. As its character, television has superiority in the sound and picture which the public more interest in this media so they can receive the information optimally. It is different with magazine, leaflet, street banner and other print media that only focus on the language or pictures. By this fact, television becomes a popular medium in every country included Indonesia.

One of favorite products and service in society which presents in television are communication services. Indonesian telecommunication had been rapidly developed by the cellular operator. Many companies provide cellular card to the public in order to get communication and access internet with low tariff, such as Telecomindo, Inc. Indosat, Inc. Exelcomindo, Inc. Axiata, Inc. Smartfren Telecom Inc. etcetera. Through their product, the company offers various kind of cellular service which gives advantages for each customer. Actually, there are two basic technologies in mobile phones, CDMA (Code Division Multiple Access) and GSM (Global System for Mobiles). CDMA (Code Division Multiple Access) and GSM (Global System for Mobiles) are shorthand for the two major radio systems used in cell phones.

To fulfill the consumer need, Smartfren Telkom, Inc. offers some services of cellular tariff, especially to access internet. Smartfren is telecommunication operator licenses from network's executor with CDMA2000 1x EV-DO technology and had 1900 MHz frequency. It provides CDMA EV-DO Rev. B

Phase 2 (equal with 3,5G with high speed up to 14,7Mbps). Smartfren service and assistance is the best partner for human telecommunication service. It offers a smart solution to increase the quality of human communication. It can be provable from one of cellular award 2013 that gave reward to Smartfren, Inc. as the best CDMA operator based on SMS polling and vote from society (<http://m.portal.paseban.com>, access 25 October 2013). The slogan of Smartfren ‘*Live smart-I hate slow*’ shows that this operator asks public to think smart by choosing a best operator for them so they can access data from internet with high speed, low tariff and best quality. As a CDMA operator that available with high speed, Smartfren occupies in mobile broadband and the most extensive broadband throughout Indonesia.

This research deals with persuasive technique which is used in television’s commercial, especially for Smartfren advertisement. The writer is interested to analyze the mode of Smartfren advertisement, and its persuasive technique. This

research uses Guy Cook’s theory of advertisement and the writer also applies Gorys Keraf’ theory of persuasive techniques. Cook’s introduces his notion of modes into three parts; they are music, picture and writing or speech. Music in advertisement can be presented in orchestral or solo, amplified or acoustic. In Smartfren advertisement, there is song by Arif Pawewang titled “*To Celebrate with Me*. This song is one of the jingles of Smartfren. By looking the lyric, it refers to the all people who do activity to celebrate every moment with me (Smartfren). Besides music, picture has a power to support the interactive display. Advertiser may present some popular figure to attract society’s attention, or they

make a parody by imitating the style of artists. The last is Speech or writing; it can be the brand name, slogan, and the jingle, may the characteristic of the products. *"I Hate slow, Smartfren Live Smart"* is Smartfren's slogan. From this slogan the advertiser used a simple word but assert that the product is a smart choice for customer who has slow service, especially in accessing internet. Those three modes of communication had relationship to accompany each other in order to create attractive advertisement.

The writer is interested to analyze Smartfren advertisement because Smartfren Telkom, Inc. being popular in Indonesian, especially by their new products. Moreover, Smartfren is the first product which combines two technologies of cellular card, they are: Gsm and CDMA on Smartfren Andromax mobile phone. Smartfren commercial is different with other product which arising some artist or other popular people, it just focus on its story and jingle. Then, Smartfren Telkom, Inc also provides complete tools, such as modem, mobile phone, cellular card, router, etc. In Indonesia, Smartfren Inc is the only company which offers the complete communication tools.

The writer will analyze Smartfren product in television commercial through Guy Cook's theory. It because television as the most effective medium which combines three modes of advertisement. The writer supports this analysis by applying Gorys keraf's theory of persuasive technique, such as rationalization, identification, suggestion, conformity, compensation, displacement, projection. Here, Keraf's theory will apply in the speech and writing of the Smartfren commercials.

1.2 Statement of Problem

In accordance with the background of the study discussed in the previous section, the problems of the study are:

- 1.2.1 What are the modes of advertisements which is applied in Smatrfren advertisement?
- 1.2.2 In what way the technique of persuasion applies in the speech and writing of Smartfren advertisement?

1.3 Objective of The Study

Related to the statement of research problem above, this study aims to:

- 1.3.1 Identify the modes of advertisement used in Smartfren television commercial.
- 1.3.2 Describe the way of persuasion technique which is applied in the speech and writing of Smartfren commercial.

1.4 Significance of The Study

The findings of this research were supposed to give valuable contributions theoretically and practically. Theoretically, from this research were expected to be one of the sources in discourse studies particularly on how person persuades another through language and how discourse analysis used in a television advertisement. Practically, this study can help linguistics researchers, social media reviewer to examine a certain linguistic characteristic of some advertisements. Well, as it may also become a model of persuasive analysis for discourse studies

learners. The result of this study hopefully gives advantage for advertiser who will create an advertisement in order to be better in their works

1.5 Scope and Limitation of Study

This research is limited on analyzing the advertisements of Smartfren, cellular cards, mobile phone, modem, and etcetera. In this research, the writer focuses on the advertisement of Smartfren in Television. So, the writer analyzes the linguistic aspect in the speech or writing of Smartfren commercial based on Gorys Keraf theory. Next, the writer uses Guy Cook's theory to analyze the mode (picture, song or jingle) of advertisement, to describe the relation of the audio visualization with the persuasion technique which is used on the advertisement.

The limitation of the study is the writer only found three Smartfren television commercials which apply three modes of advertisement. According to Daymond and Holloway (2002:24) said:” The success of your study is not dependent on sample size, even a few document or transcripts are likely to reveal a large number of linguistic patterns”. It means that a valid research not only depends on the number of data but rather than the quality and the compatibility of data and theory.

1.6 Definition of keyterm

- 1.6.1 Persuasion: an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. (Gorys Keraf, 2009:1)

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- 1.6.2 Discourse Analysis: Concerned with the cultural and political context in which discourse occurs, and the way language is used and organized in order to construct different versions of events and activities. (Daymon and Holloway, 2002:140)
- 1.6.3 Advertisement: tool for selling ideas, goods or services to a group. It employs paid space or uses vehicle to carry its message that does not disguise or hide the identity of the advertiser or his relationship to sales effort. (Gaw 1961:9)
- 1.6.4 Smartfren: an internet service provider and CDMA cellular operator operating in the nation of Indonesia. (www.Smartfren.com)

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CHAPTER II

LITERATURE REVIEW



2.1 Theoretical Framework

2.1.1 Discourse Analysis

Discourse analysis is a study of language which is used and arranged inside the cultural and political context as a place where the discourse occurs. It concerns to the how people use language in text and context; what people actual utterances and try to figure out the processes that make those utterances appears. Deal with it, Discourse Study analyzing written, vocal, or sign language use or any significant semiotic event. According to Daymon and Holloway (2002:141)” discourse analysis appreciates the language or discourse, is not simply a device for producing and transmitting meaning. It is a strategy which people use purposefully to try to create a particular effect”.

Discourse analysis takes a significant role in human communication since digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id it is not only focuses on the language and the meaning but deeply to the some elements in communication, such as how, who, what, and when the language is used. It is in line with Brown and Yule (1983:1) who argued Discourse analysis is committed to an investigation of what and how that language is used for. McCarthy (1991:5) stated “Discourse analysis study language in use are written texts of all kinds, spoken data, from conversation to highly institutionalized forms of talk”. It can be said that discourse analysis concern both in spoken and written data, either exist in mass media or other source.

Fasold (2006:192) argued that all approaches to Discourse analysis address the function of language, the structure of texts and the relationship between text and context. Here, the function of language can be classified as referential language which used to convey information about entities as well as their attributes, actions and relationship. The other function are social and expressive function that express our feeling to others, such as thanking, boasting, insulting, apologizing, etc. furtherhers of our conviction and urge people toward action by crafting text that demonstrate the logic and appeal of those convictions.

Kinneavy had group the discourse into four types, they are: Expressive discourse, referential discourse, literary discourse and persuasive discourse (As cite at Abbas 2008:23). Expressive discourse means a type of discourse in which language is used as a simple vehicle for expression of some personality's aspect by the encoder (the person who encodes the message). Referential discourse is a type of discourse in which the use of language stresses the ability of language to designate or reproduce reality, in a manner of speaking. Then literary discourse refers to the types of discourse in which the text or the product or the work itself is the focus of the process as worthy of being appreciated in its own right. The last is persuasive discourse which focused primarily on the decoder that is the other person involved in the process or the receiver of the message. In this type, what essential is the encoder, reality, and language itself all become instrument of the achievement of some practical effects in the decoder.

In this research, persuasive discourse is the main focus of the writer's discussion. Persuasive almost found in advertisement as an effective way to

introduce product and service to the costumer. While creating an advertisement, advertiser should use a correct technique to attract the customer's intention, remember there are a lot of product which also promotes through television's commercial.

2.1.2 Advertisement

A part of Discourse study which is greatly influence modern society is advertisement. Advertisement is visible on TV which can use picture, music and language either singly or combination. Through television medium, advertisement is very effective since it is more appealing eye catching, and all designs to elicit an emoticon response.

In society, advertisement becomes the popular promotion's strategy which talked by all people. It is because its ability to reach the broad range. Advertisement can be defined as one of communication's forms which consist of written and oral language to deliver information or messages. It is used by advertiser to introduce some products and service or promote someone to the public. According to Brochand that "Advertising is one of the elements of the communication strategy of a brand, together with other instruments such as public relations, sales force, merchandising, promotions, sponsorship and direct marketing"(As cite at Freitas, 2008:63). In others word, advertisement is a way to convey means by advertiser to the customer or audience use some device. In modern society, advertisement is everywhere. In the street, shop, television, even on the label of something we are using. Advertising use fiction, world play,

compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in way which are often memorable, enjoyable and amusing (Cook, 2001:3).

As a persuasive media, advertisements play a key role to influence the society by using a variety of language and image. Arens (2006:7) defined Advertising as the structured and composed non-personal communication of information, usually paid for and persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media. In his definition, the words "paid" and "non-personal" bring the fact that an advertisement generally should be bought because of its characteristic that invoke mass media (television, radio, magazine, etcetera). Although advertisement can present broadly, it does not guarantee a direct feedback from receiver. So, advertiser must consider the language, picture and other element in their advertisement to make sure the message can be deliver appropriately. In short, advertising is a strategic

discourse which has a persuasive purpose in the form of linguistic and non-linguistic elements form and context.

To persuade the viewers, an advertising appeal should be considered by the advertisers. It is an approach to excite people interest toward their products. Blech (in Morisan, 2003:344) had categorize the advertising appeal into six aspects, they are:

1. Feature Appeal

It emphasize to the certain quality or characteristic of the products.

It gives more information to the viewer about the superiority of the product's feature.

2. Competitive advantage

An advertisement that has this approach usually is presented by comparing the advertiser's product with other competitive product either directly or indirectly. They claim that their product is better than others.

3. Favorable price appeal

This approach focus on how advertiser creates a commercial which attract people through "product's price". The message of this advertisement contains more information about the special offering or the low price of products.

4. News Appeal

It is an advertisement which uses mass media to announce the product and its development. It may useful for a company who has repaired or modified their product becomes new and they will promote it to the people.

5. Popularity Appeal

The main purpose of this approach is to show the quality of product. In advertisement, the advertiser uses some figures or experts to suggest people buy or use the product.

2.1.3 Guy Cook's Theory of Advertising as Discourse

Discourse of advertisement means explore the language usages in linguistic aspect, but it more complex since music and picture take a part on advertisement. Discourse and advertisement are two components which relate each other. Cook (2001:3) argued that Discourse analysis is not only focus on language alone but also the context of communication: who is communicating with whom and why, in what society and situation, through what medium, how different types and acts of communication evolved and their relationship to each other.

Winardi (1989, 363-364) explained that communication process in the field of advertisement starts from the advertiser as the communication source conveys messages which are intended to be delivered to the viewer through any kinds of media in the form of words and pictures. So, Discourse study examines the elements of advertisement based on the text and context together.

2.1.4 The Mode of Advertisement

In his book titled '*The Discourse of Advertising*', Cook's (2001:4) introduced his notion of modes of communication in advertisement as below:

A. Pictures

Pictures, however, do far more than carry a story (Cook, 2001:54). Pictures in advertisement present a story which is shorted through scene by scene. Advertisers rely more upon the picture, and many advertisements create powerful message almost entirely through picture, music and virtually language-free. Picture as visual element in advertising is arranged in such a manner to reach the

success of delivering message. Every scene in advertisement means the series of story where the company product ongoing promoted. Therefore, through the scenes, the advertiser hopes it can represent the company to introduce their product. Picture, as Cook's theory may be fragments of story, motion, and cartoon, photographic: broad panoramic of some location, an interior shots or exterior shots, even extreme shots of the product.

B. Music

Music has discrete units which can be combined with different ways along a time-line (melody). For individual, or for a group, a given piece of music may evoke a certain mood, or associate with quite specific places, event and images (cook, 2001: 50). In a commercial field, music may represent the company and product characteristic which is known as jingle.

Jingle is a short tune contains of some meaningful lyrics or slogan which explicitly promote a hook product. It is purposely created for commercial business from a brand. Jingle brings a simple message which plays in certain melody and rhythm. In doing so, Smartfren has some jingles and those are entitled "*to celebrate with me*" and "*to be who you wanna be*". Robert Saputra as a head of brand and corporate marketing communication Smartfren, Inc. explained that every Smartfren television commercial have to be catchy, entertaining, and Smart presentation, whereas the jingle is very crucial to strengthen recall (www.marketing.co.id). Here, the identification of brand is not merely based on

the melody and rhythm of jingle but the philosophy of “live smart” which conveyed through the lyric.

C. Speech and Writing

Language (speech and writing), music and picture are elements that almost found on advertisement. As each function, they give effect that advertisement in this time looks more skillful, clever and amusing. Besides, advertiser belief that the greater power of speech is provided by the tendency in television to use writing for advertisement’s message. The message can be present through slogan, jargon which carried the point of the product or service. Slogan and jingle is one of the efficient and effective way to deliver message, others are pictorial (Jefkins, 1994:20). Slogan is a brief sentence or phrase that becomes the identity of a product as like as jingle. Additionally, on television, picture move, music plays and language comes in changing combinations of speech, song and writing (Cook,

1992:42). It means that those elements above united into a commercial where television as the medium to present it. Speech and writing play more in advertising as a verbal communication which bring a product’s message.

In this research, speech and writing mean language which appears within advertisement’s performance. One of Smartfren’s commercial, there is a sentence: “*Gratis telepon kesesama Smartfren selama 20 menit* (Free call up to 20 minute to other Smartfren)”. This sentence denotes the advantage of using Smartfren cellular card that presents in a simple statement. Last, speech and writing in

commercial means every oral and written language which appear as long as the scenes presented.

2.1.4 Persuasive

Study language means learning the art or style of language. Here, Keraf (2004:118) stated that Persuasive is a verbal art that purposely convince someone to obey what the speaker's said in this moment or in the present time. It means that the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and coercion. A persuader should make their object believe that they are trusted agent. So, from that belief people will decide a right decision by their consciousness.

Persuasion held conformity or agreement through reliance. Bormann (1991:209) argued that persuasion is an effort to change someone's convince, getting friends, influence somebody, and sells idea or product. It is clear that persuasion refers to the attempts of affecting people by means to ask them follow

what the persuader's said without coercion. A persuasion advertisement is beneficial way especially for business's world. By the advertisement, people are tended to the certain product or service until they know, excited, eager to possess the product or service which is offered by the company. A good advertisement is a persuasion that able to stimulate consumer buy or use the product.

Related to the advertisement as the main focus of this research, persuasive used to move people, try to magnetize people's interest, and then realize them that they need the product. As Lakhani (2005:16) said "Persuasion is about creating an

environment that lets two or more people find common ground and belief”.

Persuasion is not only about selling, but also about gaining agreement and support. Finally, persuasion is hoped can change people's responses.

2.2.5 Persuasion Process

To catch the success of a persuasion, it is important to remember the main factor of persuasion process. According to Renkema (1993:128), there are four elements of persuasion process, they are; source, channel, message, and receiver.

A. Source

The demands made on the source have to do with the credibility and what is called the likeability (sympathy/antipathy/like dislike) the source evokes. Source is the sender of an information or message. In advertising, source is a factor that caused the product can be trusted or not, and people also know the quality of a product slightly through its source. The source is related to the

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credibility of a company, how the reputable of the source in society is and how does the response of consumer about the product up till now.

B. Message

Here, message means the content of an advertisement. May it is the advantage of a products or superiority. Sometimes, an advertiser also put the reason why does the product is produced which is presented through language or pictures. According to Pearson et al. (2003:17) that “message is the verbal and nonverbal form of idea, thought, or feeling that one person (the source) wishes to

communicate to another person or group of people (the receiver)”. Message can be form of symbols, word, facial expression, gesture, touch, tone of voice, etc. Moreover, a commercial’s message can be placed in the beginning, middle or the end of advertisement. It depends on the creativity of advertisers.

C. Channel

It is the tools which transferring message from the source to the receiver. It will determine whether an advertisement can widespread effectively or not. There are various channels such as magazine, television, radio, newspaper, leaflet, banner, and etcetera. Smartfren Telkom, Inc. is developing company in Indonesia, to make their product is known by Indonesian people, they introduce products through television, radio, street banner, internet. So, the product will be used in society.

D. Receiver

The receiver refers to the audiences, viewers, or the target of advertisement. It cannot be ignored that give a big intention the receiver is a main point of persuasion process. The presenters or persuaders have to understand their consumers and their audiences or hearer or consumers’ background of knowledge. By knowing consumer’s background, the advertiser can make a strategy how to attract people’s attention.

2.2.6 The Basic of Persuasion

In delivering the principles of persuasive, Aristotle in 'Keraf (1989: 121) stated that there are three principles of persuasion. First, is the *speaker's character and credibility*, communications will take place a speaker expectation, if the audience has recognized him or her as the one who has a good character. This way is usually called with personal character. Here, a good character can be determined through attitude, diction, and language style of the figure in advertisement. Almost advertisers use famous actress to convince people that their products is bonafide and have a good quality.

Second is a skill of speakers in *controlling the audience's emotional*. It means that, the speaker has performance in debasing or extinguishes the audience's sentiment and emotion. The emotion may not be inspired extremely, so that the audience does not have a chance to think or appreciating the problem.

This ability to control emotion defined as a power of inflaming viewer's enthusiasm, and gives them a chance to think and lets them realize the condition as what the speaker's advice and together reaching an agreement. So, the ability to control people's emotion is not the main purpose of persuasion. It is just the way to stimulate people, brings them into certain comfort condition where persuasion will be held.

The last is showing *evident*. Beside the important of control emotion, a speaker or persuader must able to provide some evident about their products. This evident is needed as a guarantee and to build a confident for conducting

persuasion. So, by showing the evident and inflaming the people's emotion, persuader is easier to catch the purpose of persuasion.

2.2.7 Techniques of Persuasion

As a method to persuade people, persuasive should apply techniques in order to catch the mean of persuasion. Techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement (Keraf 2004:124-131).

A. Rationalization

It is the use of basic mind process to give a justification for a certain problem. This technique used to convince the customer about their product through some statements. Advertiser or presenter need know about the customer's belief, attitude and what they need. So, by knowing those things, the advertisement can give statements that prove and justify the quality of product. In

Smartfren advertisement, the advertiser introduced big, smart, style mobile phone

that is Smartfren Andromax V. It means that if people buy this product, they will be a smart and modern people with sophisticated phone. The rationalization is also showed by the shape of Smartfren Andromax V (slim and wide screen) as an up to date mobile phone which is become trend nowadays.

B. Identification

Identification means recognized the circumstances. The advertisers have to analyze the consumers and the situation accurately. Whether they are adult,

teenager, children, even identify their job, businessmen, student, teacher, and etcetera. This technique is important for advertiser because they will be able to promote the products easily. Persuasion tries to avoid conflicts situation and doubtfulness, and by identifying the consumers with their situations, it will make this persuasion runs well.

C. Suggestion

Suggestion is an attempt to persuade people. Suggestion used by the advertiser to influence them, thereby they can receive the advertiser's conviction. The form of suggestion usually is given by words or speech. The implementation of this technique can be seen by a marketer who promotes his product to the customers with a powerful voice, through this way the customer hoped can give attention to him and intended to buy the products.

D. Conformity

It is a conforming act to something that has been intended or to make something is similar with the others. In advertisement, this technique is applied to make the consumer convince with the product. The advertiser will adapt his or her self with people as the object of persuasive. This technique of conformity will present more to make the consumer convince that the product suitable for the advertiser and consumer as the same creature. In other word, the advertiser will present something which is suitable with the people want.

E. Compensation

Compensation is an act or the result of an effort to find a substitution thing which is un-acceptable. This effort arises from the frustration of some previous situations. An advertiser will utilize this situation to influence people that they can get or do the other thing in order to move from their frustration or compensation is a process of finding alternative way in order to move away from unintended condition.

F. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement is attempted to take mind off an emotion and avert it to the new object. It is the continuation of the previous technique.

G. Projection

It is a technique to make subject become the object. If someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. A mistake that is done by somebody shifted the mistake to other people, and said that he has it. So, projection is a technique which presents the advantages and disadvantages of the product to show the differences with other.

2.2 Previous Study

In conducting this research, the writer also influenced by the former researcher who had the same theme in their research. First is Fakrudin Abbas from State Islamic University of Malang (2008), he conducted a research titled "*The Use of Persuasive Technique by Barack Obama in His Political Speeches In The 2008 Usa Presidential Primaries*". The data were Barack Obama's utterances containing persuasion which were observed from his speeches within USA Presidential Primaries of Democrat party that delivered from 5th 2008 up to 24th February 2008. This research was designed by using descriptive qualitative method. In addition, the approach for analyzing the technique of persuasion was based on the Gorys Keraf's theory of persuasion.

Second researcher is Marsella Yeanette Hatane, student of Petra Christian University Surabaya. She conducted a research titled "*The Persuasive Strategies Used on the Phone by Male and Female Insurance Salespeople in Surabaya*".

This research is about the analysis of persuasive strategies used by the male and female salespeople of the insurance companies Surabaya, they are: AXA,

Prudential, Sequislife, Sunlife, and Manulife. The researcher focuses on the differences of male and female marketer in persuading people by phone. The researcher uses thirty woman and man salespeople telephone record of persuasive conversation as her data. In this research, the researcher is used Kotler Armstrong's (2004) and Bender's (1980) theory to analyze the selling process and persuasive strategy through qualitative approach.

The last related researcher is Zainiah A'yun (2008), the student of State Islamic University of Malang where did a research titled "*Techniques of Persuasion Used in Advertisements Presented in Sctv*". Her research is about the persuasion technique in television advertisement especially SCTV. The researcher used Gorys Keraf and Renkema theory. Here, A'yun analyzed some product such as, Honda Vario, Nokia phone, UC 1000 mg of Vitamin C Health Drink and she limited the advertisement of those products just in one television station that is SCTV. The researcher chooses those advertisements because there is some artist which is present in every advertisement. Those are Agnes Monica, Daniel Mananta, Zulaikha Rivera, and foreign people. Descriptive qualitative approach also applied by this researcher to analyze her data. The researcher argued that by appearing or presenting some artists in advertisement, people will give more their interesting to watch even consume the product or services which is offered through the advertisement.

Table 2.1 Previous Studies

Based on those three researchers above, they have differences each other, among the data, the theory and the method. To make it clear, the writer will present the differences of previous researchers with the writer's research. It showed by the table below:

No	Researcher	Title	Purposes	Data	Theory	Result
1	Fakhrudin Abbas	<i>The Use Of Persuasive Technique By Barack Obama In His Political Speeches In The 2008 Usa Presidential Primaries</i>	To find out the techniques of persuasion used by Barack Obama in his political speeches	Barack Obama's utterances.	Gorys keraf theory	Barack Obama used 7 techniques in his speech, they are: rationalization, identification, suggestion (hypnotic), conformities, compensation, displacement and projection techniques.
2	Zainiyah A'yun	<i>Techniques of Persuasion Used In Advertisements Presented In Sctv".</i>	Describes the techniques of persuasion used in advertisements presented by SCTV presenters.	Common word which is used in Vario, nokia, UC 1000mg television commercials.	Gorys keraf and Renkema theory	Most of English language in advertisements used by SCTV presenters are; suggestion, rationalization, identification and conformity techniques
3	Marsella Yeanette Hatane	<i>The Persuasive Strategies Used on the Phone by Male and Female Insurance Salespeople in Surabaya</i>	To find the similarities and differences of persuasive strategies used by male and female salespeople in Surabaya	Telephone record of woman and man salespeople	Kotler Amstrong And Bender theory	Male salespeople more likely use direct statement strategy in opening line to approach their prospect, meanwhile woman salespeople do the opposite.
4	Lilis Dwi Cahyani	<i>A Discourse analysis on persuasion technique used in Smartfren Advertisement.</i>	Describes the mode of advertisement and persuasion technique which is applied in Smartfren commercial.	Picture, music and speech on Smartfren television commercial	Guy cook theory and Gorys Keraf theory.	Smartfren combines picture, jingle and speech or writing on its commercials. Rationalization, Identification, suggestion, and conformity technique use to persuade viewer which supported by evident, feature, favourable price, and news appeal.

CHAPTER III

RESEARCH METHOD

3.1 Research Approach

In this study, the writer uses descriptive qualitative approach, since the data which is going to be analyzed are language, music and picture in Smartfren advertisement. It is not describe or discuss about statistic and word for quantity. Daymon and Holloway (2002:14) stated “Qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs”. It means that qualitative research is description of data in the form of words; that is not focus on statistic discussion. Moleong (2013:6) also explained that qualitative research is a research which has analysis procedure; it is not uses quantitative analysis procedure. So, this method is appropriate for this research.

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3.2 Technique of Data Collection

3.2.1 Source of Data

This research uses Smartfren television commercials which contain of picture, music (jingle) and speech or writing as the object data. The writer takes the data at official site of Smartfren (<http://www.smartfren.com>). It is an official site that provides all of information about Smartfren Telkom, Inc. It starts from the company, the products and service, gallery, customer service, promotion of the products and others. The writer also searches the data through www.youtube.com to make sure that the data are valid. www.youtube.com is a popular video website

where people can share, download, and watch the video freely. Both of sites become the main data source in this research.

3.2.2 Research Instrument

The key instrument in this research is the writer itself. Moleong (2013:168) said that a researcher is a planner, the data collector, analyser, the data interpreter, and the reporter of their research. It means that the writer is the tool that uses to conduct this research. However, the writer needs other tool in doing this research such as books.

3.2.4 Research procedure

In collecting the data, the writer does not involve in the advertisement. The writer applies some steps to obtain valid data. There are some steps do by the writer:

1. Searching for video recording file of Smartfren television commercial in www.youtube.com and www.smartfren.com.
2. Selecting advertisement which contain of advertisement's mode (picture, music, and speech or writing)
3. Downloading the advertisement and save the data in a disc.
4. Finding the related study.
5. Transcribing the data into text form.

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3.3 Data Analysis

In analyzing the data, the writer carries out some steps. They are bellow:

1. Classifying the data into picture, music and speech and writing.
2. Describing the music and pictures scene by scene based on the video of Smartfren Television commercial.
3. Analyzing the mode of advertisement used Guy cook theory.
4. Classifying the speech and writing based on seven persuasion technique by Gorys Keraf.
5. Analyzing the data which had classified and discussed it clearly.
6. Then, summarizing the research finding and the previous chapters to make conclusion.

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CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer will analyze Smartfren commercials through its picture, music (song), language in the form of spoken and written in line with the technique of persuasive that they used. It combines Guy Cook's and Gorys Keraf's theory. Based on the finding data, Smartfren has three commercials and every commercial will be reviewing in each section. Further explanation will elaborate below:

4.1 The Modes of Smartfren Advertisements

4.1.1 Pictures on Smartfren Television Commercial

As cook's said in his book (2001:42) that any analysis of the language of advertisement immediately encounters the paradox that it both must and cannot take the musical and pictorial modes into account as well. It is important to combine pictures and music toward speech or writing as a complete combination in doing a commercial.

Here, pictures mean the scenes that present on advertisement. The advertiser uses picture to build a certain story which becomes the theme of the commercial. A story, however, is presented attractively and sequentially in order to make the message easy to understand. In every pictures or scenes are cannot be separated with the text or spoken. It is because both modes combine at the same time. In this section, the writer only describes the picture itself. For the written text will describe in the next section. The more explanation of each commercial are presented below:

- **Pictures on ‘Gadget keren’ commercial**

Gadget Keren is Smartfren Television commercial that presents early 2011. Here, the advertiser wants to introduce the series of Smartfren gadget. It takes 1 minute and below is the scenes:



(Picture 1)

The first picture above is showed by a light red screen where Kwik (name of Smartfren icon) standing there with prop up his chin. He seems like thinking about what the impressive thing is. It can be seen from his expression, he furrows his right side eyebrow while piercing to the written ‘Keren itu...(it’s Impressive)’. As picture 1 shows that Kwik is thinking about something extraordinary. This scene denotes that the advertiser stimulates people and asks them to come into the story.



(Picture 2.A)



(Picture 2.B)

Picture 2 above, the camera shots the scene where a man leans himself in the red Lamborghini car. He poses and takes a photo there use Smartfren mobile phone. The background of this scene is an exterior of building parking place (see picture 2.A). There are silver and Black Car in the left and right side of the

Lamborghini car. The close up shots of Smartfren Andromax C mobile phone is showed in picture 2.B. It displays the man current photo which is uploaded on Facebook. He post the photo and said ‘ *Mobil baru gue nih....*(it’s my new car). It means that he wants to show off the Lamborghini car as his car to other people. Here, the advertisers convey their idea that to be a cool people is more than ostentatious a status on Face Book. It can be called that the advertiser giving a fundamental though about certain idea.



(Picture 3.A)



(Picture 3.B)

In picture 3, the camera shots shift back to the exterior parking place background. It shows the man still takes pictures with the red Lamborghini until the owner of the car come and stand in the right side of the car. The man is getting realize it when the owner of the car click the alarm bell (see picture 3.A). Then he pretends watching his phone seems it has a trouble and keep away from that place slowly (see picture 4.B). This scene is used as a sign of the changing to next idea.



(Picture 4.A)



(Picture 4.B)

The next scenes, there is alternate close up of a boy who wear pink Kwik's costume and do Harlem shake dance. He wears a big circle glasses with black frame. The camera shots the man face up to his shoulder and an interior shot of (see picture 5.A). Afterwards, he uploads his dance to the YouTube and it is got more than 1.500 likes (see picture 4.B). In picture 4.B also presents the close up of Smartfren Andromax C and there is an interior shot of room where the man dances. There are television, some pictures on the wall, and computer behind the man. It is the second idea of Smartfren where it also denotes that being a cool people are not only have millions likers but it should be more than it.



(Picture 5)

The picture above presents a bald man seems like a guitarist. He stands up on the stage while flinging his hand to the audience. There are fireworks and the lamp of a band concert. All audiences up their hands denote that they are the man's fans or followers (see picture 5). From this scene, Smartfren completes its idea that update status on face book, have million likers and billions follower are not enough called as a cool person. Smartfren tries to give a reason, make them realize if there is an interesting thing which makes them really cool.

**(Picture 6)**

Picture 6 above, presents back Kwik and also the word ‘*Keren itu...*’ in A light red Background. This scene is similar with the first scene of this commercial, but in picture 6 shows Kwik writes the word on the screen use white chalk. After writes, he looks it deeply. By this scene, the advertiser wants to make a sign of the changing idea from the previous topic to the other topic on this commercial. In other word, it uses as the boundary marker of an idea.

**(Picture 7.A)****(Picture 7.B)****(Picture 7.C)**

In the next scenes, it presents three boys on the top of hill where there is an abyss. A man who wears white T-shirt will play free jump down to the ravine. He has applied safeguard tool in his body (see picture 7.A). While flinging out his hand, he looks sideways toward his two friends but he slips and falls down. His friends shock and scream out but they are still able to record it (see picture 7.B). They use Smartfren Andromax i to take the video as the close up of picture 7.C. This scene is one of idea or message of this commercial where the advertiser

wants people to do what they want to do, express their adventure and perpetuate it by Smartfren gadget.



(Picture 8.A)



(Picture 8.B)



(Picture 8.C)

The scenes above show the broad panoramic of woods. There is a girl who chats through video chatting by Smartfren Andromax mobile phone. She watches the screen and laugh (see picture 8.A). It is because her chatting partner tries to kiss him during the conversation (see picture 8.B). Then, picture 8.C denotes a fat boy and other girls who dance together. The fat boy takes the girl phone and she tries to take it back. The fat boy and the other girl want to tease the girls so he does not allow her to take it. Here, the three people are camping in the woods with 2 small tents and a little camp fire. The advertiser wants to show people that having a long distance communication is not a big problem. Smartfren through its product offers product and service that makes people having close relationship everywhere and every time.



(Picture 9.A)



(Picture 9.B)

In picture 9.A, it shows the speed of Smartfren Evdo network which equal with 3.5G. This is caused the fast internet connection. So, people can finish download quickly, thus, enjoy watching video on YouTube without any trouble (see picture 9.A). The close up shots presents in picture 9.B is a hand which seems holding a Smartfren Andromax C in white series. In this scene, the advertiser presents the superiority of Smartfren service. The speed of Smartfren is able to access internet quickly also the wide screen of Smartfren mobile phone make people enjoy the video complacently. The advertiser wants to make sure that Smartfren give a good service and product to the consumer.



(Picture 10.A)



(Picture 10.B)

From the pictures above, there are two people in different place are talking

by phone. First is a short hair woman who wears dark red coat and white inner. She walks out of the office and chats with someone by Smartfren Andromax phone (see picture 10.A). It is followed by the next scene where a man also chats with someone on the phone while walks along sidewalks. The man wears a gray long shirt and dark trouser. He holds some documents in his left hand. This scene takes exterior shots of building and a loosen road (see picture 10.B). Both pictures above convey that people will get free chatting use Smartfren Product. It is

because Smartfren offers free call among Smartfren users and the other provider.

So, everyone will feel that Smartfren is a perfect communication device.



(Picture 11)

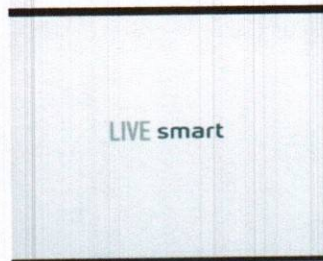
The last scene is all people are gathering in the middle town. They laugh each other and rise up their Smartfren Andromax mobile phone. That people are students, teachers, officers, bikers, basketball players, windsurfer, a guitarist, etc. Kwik is also appears in this scene. He is in the top of people or behind the building and raises his thumb. This scene indicates that all people are like Smartfren mobile phone. Smartfren Mobile phone is a product which appropriate for all people in all professions and all ages. It can be seen from the picture 11.

The board panoramic of modern building also shows that Smartfren product is

suitable with people need in this modern era.



(Picture 12.A)



(Picture 12.B)



(Picture 12.C)

In the end of this commercial, the advertiser presents the Smarfren Andromax Mobile phone in five series. They are: Smartfren Andromax i, Smartfren Andromax C, Andromax V, Andromax U, and Andromax Ascend w1.

All of those mobile phones have slim and touch screen mode which become Smartfren characteristic. Then, the slogan of Smartfren also appears in this commercial as pictures 12.B and 12.C. It becomes the identity of company and makes people easier to remember this commercial.

- **Pictures on “Domino Effect” Commercial**



(Picture 1.A)



(Picture 1.B)

The pictures above are the first scene in this commercial. Picture 1.A shows some people stand up orderly while watching their mobile phone. The camera shots from the behind side of the people. Those people try to get signal on their gadget by shaking it around. In the next scenes, it shows an extreme close up of Black Smartfren tablet. On the tablet screen, there is a word “Buffering” that denotes a slow internet loading. Here, the advertiser directly shows a problem which occurs in society. The problem is about the unsatisfied service on people gadget or communication device. This topic is related to the products and services that go to publish.



(Picture 2.A)



(Picture 2.B)



(Picture 2.C)

The picture 2 above presents scenes where there are some men standing up in a long line. They are seriously watching their gadget. The camera focuses on the dark shirt man which hold a laptop (see picture 2.A). He operates his laptop roughly because he is impatient on waiting the slow downloading process, such as picture 2.B. The man loses his control and breaking his laptop strongly by his knees. So, it broke into two pieces (see picture 2.C). The location of the scenes above is on the sidewalk. Here, the advertiser tries to control the people attention or emotion by giving stimulate through the pictures above. However, a slow internet connection almost happens to the all gadget that makes people bored and angry. It means the advertiser tries to put the people mind to the certain idea (the commercial theme).



(Picture 3)

The camera shift to the woman who wears white shirt and she has black long hair. The woman is also a part from the queue with some men in front of her. The woman rises up her phone and shakes it around. Then, she hits her mobile phone ahead that makes people in front of him fall down in sequentially. Such as the picture bellow:



(Picture 4.A)



(Picture 4.B)



(Picture 4.C)

The picture above shows many people lift up their mobile phone highly in order to get the phone signal. Picture 4.A denotes the first scene where people getting fall down because of the woman on picture 3. The people are collapsing in sequentially one by one. It continues by picture 4.B, all people on the bridge stand as like as statues and they also broke to the people in front of them. Then the camera shift to the other location of white building background. There are many people line up there and some bicycles among them (picture 4.C). From those

scenes above, the advertiser wants people to realize if their communication device

gets a trouble; it will disturb the other person involved. Then, the marcher reflects the process of internet connection; it seems like waiting turn from an endless queue.

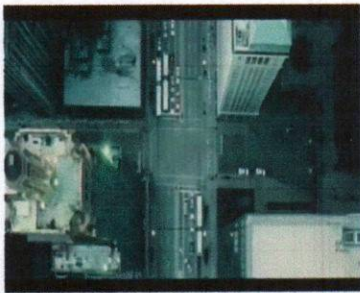


(Picture 5.A)



(Picture 5.B)

In picture 5.A above show the close up of some boys who fall down stacking as like as domino card. They seem sad and annoy because of their mobile phone is useless. Thus, a thin boy who wears white and grey T-shirt throws down his Blackberry mobile phone on the floor. That makes it broke into pieces which is close up on picture 5.B. It denotes that the advertiser tries to evoke people emotion. The pictures above represent the people feeling when they get a problem with their mobile phone that makes it completely useless, it is better to throw it away as like as a trash.



(Picture 6.A)



(Picture 6.B)



(Picture 6.C)

The next shot is a panoramic of modern town where there are some high mounted building and highways. Here, the scene has no change. The people stand up on the left side of the road, fall down and heap every people in front of them. Picture 6.A above, the people is seen smaller because the camera takes an upper shot. Then, Picture 6.B shows the people march on the path between the fields where there are two simple houses on the end. The camera shift to the people shots that stand on the middle of river and also some boats around there (see picture 6.C). Here, the advertiser emphasize that the internet and signal problem happen to the all people in every places. It means that the problem is complicated

and the people still have not found a product and service which solve their problem.



(Picture 7.A)



(Picture 7.B)



(Picture 7.C)

The picture 7.A above presents an interior camera shots. There is a man who gives Smartfren modem to the kinky hair boy. The boy is holding a laptop and he is the last person who being the part of queue line. On the picture 7.B, it shows a close up shots of hands which hold Smartfren Modem. Then, both men leave the places with operate their gadget happily (see picture 7.C). These scenes denote a compensation act where the people know or found a new device which helps them

to solve their problem. Here, the advertiser suggests people to use Smartfren product to get a high speed internet connection.



(Picture 8.A)



(Picture 8.B)



(Picture 8.C)

The next scenes, it shows that Smartfren appears and brings happiness to its user because this provider gives satisfaction by the powerful speed of Smartfren. The people are able to browse anything that they need fast and easily. It can be seen from the picture 8.B and 8.C where the people are laugh and scream

joyfully. Smartfren is success to give a new spirit to them. Here, the advertiser presents Kwik on picture 8.A as a welcoming symbol to be a Smartfren user. The advertiser indirectly promises to the consumer that Smartfren is an appropriate choice to change their past gadget.



(Picture 9.A)



(Picture 9.B)

Moreover, the pictures 9 above presents how do people keep in touch to the others use Smartfren Product. Such as picture 9.A, there is a young girl chats by Smartfren mobile phone enjoyably. The next scene shows a close up shots of Smartfren tablet. It presents a woman on the screen that conducts a video chatting with her daughter (see picture 9.B). It proves that use Smartfren product makes people easy to communicate with others. It also denotes that Smartfren ready to serve people as good as possible. So, people can enjoy their communication effectively.



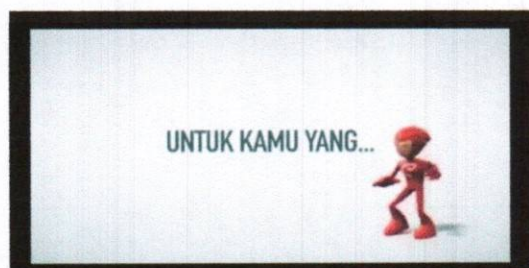
(Picture 10)

In the end of this commercial, all people gathering on a field, dancing together while rise up their mobile phone. They seem proud of Smartfren products

that make the people happy. It is because Smartfren gives service as better as the people want to.

- **Pictures on “*To celebrate with me*” commercial**

In this part, the writer will describe about “To Celebrate with Me” Smartfren Commercial in detail. Picture, music and the language are combined in the form of spoken, written and singing. It may the jingle; brand name, small print, etc. This commercial takes 60 seconds and presents some panoramas shots. For more explanation are below:



(Picture 1)

The first scene above begins with the written on the middle of white screen. digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id Kwik (symbol of Smartfren) stands at the left side. Here, kwik wants to present something to the people. It can be seen from the writing next to him (picture 1). In this scene, the advertiser directly tries to identify their target. Smartfren asks people to know that its product is created for some people. They are as below:



(Picture 2)

The picture above shows a broad panoramic of space. There is an airplane and some people who jump out to the sky. One of those people is a young man who takes a picture while flying on the sky (see picture 2). He wears a red suit complete with parachute on his back. He also wears glasses and black gloves. He poses as cheerful and smiles style. This scene is used to explain or give an example of a person who is hobby to share their activity on social media. The advertiser shows that people use Smartfren to accompany their moments.

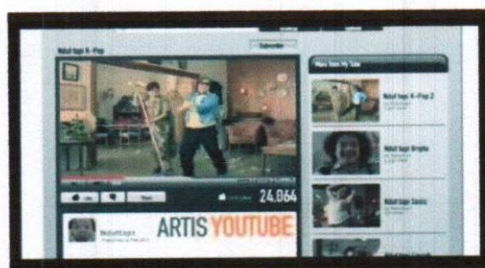


(Picture 3.A)



(Picture 3.B)

The next shots are an interior of a classic restaurant shot, where there are three boys sit there and photos as a cute pose use Smartfren Andromax mobile phone. Then, they upload that picture to the Face book. There are two dreary digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id lamps behind them, a long table with some glasses on the middle (see picture 3.A). From these scenes, the advertiser also presents that Smartfren is a product which suitable for young people and Face Book user. It proves that Smartfren provides features such as best camera, wide screen, and the high speed connection that make it easy to capture every moment and share it to the world.



(Picture 4)

The scene changes to the close up of Smartfren tablet. It shows a fat man who dances and wears “*Shy*” costume. He does *Gangnam style* dance in his living room where a young woman looks strangely to him while sweeps the floor. Here, the man records it uses Smartfren tablet that connected to YouTube. It means the advertiser indicates Smartfren as an appropriate gadget for people who want to be a Youtube Artist and have many likers as like as the man on picture 4.



(Picture 5.A)



(Picture 5.B)

In the next scenes, there are extreme shots of Smartfren Modem and a fat boy who seems busy with his laptop. These pictures denote Smartfren products are created for people who likes spend their time by downloading file on internet.



(Picture 6)

The camera shifts to the close up of Smartfren tablet which shows the speed of Smartfren in downloading process. It denotes that Smartfren provides a high speed internet service up to 14.7 Mbps (see picture 6). The advertiser emphasizes the speed of Smartfren through zoom out the percentage of Smartfren

connection. In relation with the previous scene, the advertiser shows that use Smartfren is a Smart way to get a better internet service.



(Picture 7.A)



(Picture 7.B)



(Picture 7.C)

Next, pictures 7 above present some people who enjoy their activity with Smartfren mobile phone. First, picture 7.A shows a bearded man who is hobby on chatting use Smartfren mobile phone. Then, the next scene shows a teenager sits in front of a store and operates Face book and always smiles (see picture 7.B). It continues by picture 7.C which show an interior shot of restaurant. There is a young woman has dinner with her boyfriends. She pictures the dishes and uploads it on twitter. By those scenes above, it is clearly denotes that Smartfren identifies its consumer. Therefore, Smartfren facilitates people to chats via message, updates status and twitter complacently. It is because Smartfren have an achievable tariff for its consumer and it is supported by the next scene below:



(Picture 8)

On picture 8 above, it shows a close up shot of Smartfren Andromax mobile phone in white series. It also shows how Smartfren make people easier to capture every moment in their live. Here, it kinds of solution of Smarfren service for people who wants an effective cost to communicate with others.



(Picture 9)

Then, those pictures above present a man who talks with his friend by Smartfriend Andromax mobile phone. The man keeps chatting everywhere and every time such as, in the kitchen, sport center and healthy center as picture 9 above. It is the last identification scene, where the advertiser wants to convey that Smartfren user is a person who loves chatting every time.



(Picture 10)

The picture 10 above, it shows a family who use Smartfren Gadget to accompany their quality time. They seem happy and enjoy that moment. It denotes that Smartfren is a family's friend. The advertiser recommends people to use Smartfren to make their moment more interesting.



(Picture 11)

In the end of this commercial, there are some scenes which show how people feel happy of being Smartfren user. All people on the scenes above leap on the shady road smile and wave their gadget to the viewer. It seems the people have found a good product and want to promote it to the other people. By this scene, the advertiser tries to ask more people join as Smartfren user.

Based on the analysis above, the writer found that almost Smartfren commercials present some panoramas, interior and exterior shots, and more close up shots of Smartfren products which is going to promote. Then, Slogan and the symbol of Smartfren appear in the end of scene. In addition, those three commercials have similar scene in every ending shot. All people seem happy, hanging on their Smartfren Gadget and show it up to the viewer. Finally, people may evoke phrases and words that cannot be conveyed in the speech or writing through those pictures as like as on ‘*Domino Effect*’ commercial. Pictures on Smartfren commercials present scenes and stories which are reflected people daily activities and problem on society. It means, Smartfren in producing their products are oriented to the society demand. So, the pictures on every smartfren commercial hopefully attract people attention and persuade them to by their products.

4.1.2 Music on Smartfren Television Commercial

On television commercial, jingle is an important part of advertisement for some company. It is a collection of words and tunes with special meaning. Thus, Smartfren in conducting a television commercial creates its jingle to deliver the philosophy of the product, rather than use famous artist or buying a song which actually is not bring together with its insight brand. In this research, the writer uses three Smartfren advertisements become the object study where two of them use Smartfren jingle.

The combination of lyrics with rhythm, tone, beat, even speed also influence the effect of jingle or song to produce an easy listening song. Nevertheless, the writer has not skill to analyze it because it is not her field. So, the writer focuses on the lyric as the linguistic study. Lyric of the jingle and song that use on Smartfren commercial are also a kind of speech. The writer explains those modes on different part, to show the detail of the relationship among advertisement modes. The complete lyric of each song present on Appendix.

Then, the interpretation of the words on each jingle is presented below:

a. **"Gadged keren" Smartfren commercial**

(1) *Laa..laa..laa...live smart*

The phrase above is the first line of '*everybody be who you want to be*' jingle. It mentions the slogan of Smartfren, that is "live smart". This phrase means Smartfren wants to show people how to enjoy live in Smart way or they want to show what smart live is.

*(2) You got something you want to say
Don't wait for another day*

The lyric above literally refers to the audience or Smartfren target. Smartfren proposes that if people have something to be said or express it to the all people, they have to say it soon and do not delay it. It means that Smartfren asks people to do something efficiently.

*(3) You got something you want to do
Don't wait at the end of queue*

The next lyrics (3) also denote that if people have something to do, be a smart people by doing it earlier. Those lyric above refers to the user of Smartfren Andromax mobile phone where they want to say and do anything, let's make it real use Smartfren Product (see picture 3-5).

*(4) Use this time
Shimmer and shine*

It visually created puns continues. Those phrases connote that Smartfren era (the rising of Smartfren products) is the bright time to make people's dreams to be happening. '*shimer and shine*' are two words which refers to the precise time, or good opportunity to of arising Smartfren products.

*(5) Everybody be who you want to be
No what you think others want to see*

These lyrics express that every people have to show their personality up. Do not cares about what the other people want to see or opinion, be yourself and do what you want to do as Smartfren which asks people being themselves.

*(6) Gotta live to express
And let nothing hold you back*

'Live to Express' in the context of some Smartfren scenes, it means that people have to express their feeling directly and do not wait for something to drive away. Express it uses Smartfren Andromax Phone. As like as the scenes on Smartfren commercial which shows its fast internet connection and the superiority of its product.

(7) *Say what you want*

The number 7 above, it shows that Smartfren asks people to be brave to show their personality up or it is simply proposes people to conveys what things become their desire and etc.

(8) *Come on shout it out on the world
Let nothing hold you back.*

These phrases analogically mean the effort to deliver what is in people mind. *'come and shout'* means say, express people's feeling and the connotation of the word *'world'* also refers to the wide range of networking, unlimited connection and huge relationship of Smartfren user. These phrases also means Smartfren supports people to convey their idea, feeling and opinion to the public by its products.

The lyrics of the jingle above tell about how people can enjoy their live in a smart way through Smarfren gadget. It also denotes that Smartfren stimulate people and suggest them to do precious thing on their live. At the beginning of this jingle, it also mentioned the slogan of Smartfren that is *'live smart'* that becomes the message of this jingle. The second Smartfren jingle is applying on:

b. "To Celebrate With Me" Smartfren Commercial

*(1) Live..live..ooh..ohh
la...aa..laa..laa..*

The words above are being the introduction of the music. It derives from Smartfren slogan "live smart". The word "live" means the alive, what the live is and how to enjoy the life. It explains by the next lyric:

*(2) To keep in touch,
To say I miss you
To be whatever you want to be*

The next phrases above refer lexically to the people who want to communicate with other people and do everything that they want. The connotations of those phrases refer to the Smartfren user where they keep relationship by chatting use Smartfren mobile phone.

*(3) To fall in love
To fill in words
To be famous and spontaneous*

In number 3 above, still denotes how Smartfren ask people to enjoy their choice, their live to love or have desire of something and conveys it. Smartfren appears to facilitate them. Then, the words "famous" and "spontaneous" means Smartfren makes or facilitates people to be a popular actor/actress spontaneously through its features such as: YouTube, Face book, Twitter, Instagram, etc.

(4) To be whatever you want to be, so celebrate with me

It means that Smartfren wants to be a part of people live. In other word, Smartfren is an important gadget which cannot be leave from people daily activity

because of its function, its superiority and its ability to serve people in communication field.

Both jingles above contains of stimulus, suggestion of living Smart and how useful Smartfren in facilitating them. It conveys in simple word and catchy tune that makes people easy to listen it although the lyrics use English. Roberto Saputra (head of brand and corporate communication marketing of Smartfren, Inc.) argued that based on the audience research, the consumer target of Smartfren products are man and woman in the range of 15-35 years old. He also explained about music is a lifestyle for his target, so Smartfren company try to create a positive, energy, upbeat and catchy music for its jingle (www.marketing.com).

c. “Domino Effect” commercial

Therefore, the last Smartfren advertisement also uses a song on its advertisement, although it is not the jingle of Smartfren. It is entitled “The Star”, famous as lullaby song but actually it is a poem by Jane Taylor 1860. On Smartfren television commercial, the lyrics are only sung as a part. The lyrics are:

(1) *Twinkle, Twinkle little star*

It literally means to the flickering star in the space. It seems like a soliloquy where someone watches the sky and finds stars light up there, he/ she wants to say something to the star.

(2) *How I wonder what you are*

The lyric above denotes that it kinds of an admiration feeling toward star. Here, someone have a great feeling about its dazzling that makes him wants to know what actually they are.

(3) *Up above the world so high*
Like a diamond in the sky

The word ‘‘diamond’’ is the sparkling Star. On the high, up the world, there is a little and much alight thing as like as an impressive diamond. It refers to someone which feels amaze with the universe.

(4) *When the blazing sun is gone*
When he nothing shines upon

The lyrics above show that it relates to the beautifulness of the night, where the blazing sun gone and occur as long as the sun disappears. It also emphasizes that this song is telling about star as the diamond of the sky.

As the song history, ‘‘The Star’’ is known as lullaby song that is utilized by Smartfren advertiser to accompany the picture of ‘‘Domino Effect’’ commercial. It is different with the two Smartfren jingles which slightly expose the advantages of Smartfren product, ‘‘The Star’’ song give effect a lazy and sleepy circumstance. The writer agrees that this song is appropriate for ‘‘domino effect’’ commercial since it presents a story about how long people wait for internet connection that makes them feel sleepy.

4.1.3 Speech and Writing on Smartfren commercials

Cook (2001:53) said that as such they make fullest use of music, song, images and dialogue together, though it is interesting to note that they revert in their final moment to a more traditional reliance on writing and speech. It means, what are the effects of picture and music in its combination is going back to the speech and writing as the final mode on commercial.

In Smartfren commercials, speech means the expression of idea or thought, feelings, opinion, which is meaningful and vocalized by articulate sound. Here, the speech almost appears in the end of commercial as the short conclusion or the core message that wants to deliver by the advertiser. In other hand, Written is the text which appears during commercial and it is a complement of speech or spoken Language. Nevertheless, the speech in this research also present in text form. The analyses are below:

4.1.3.1 Speech

(1) *Puas jadi diri sendiri dengan Gadget Keren, Smartfren!*

(Satisfied being ourselves by attractive Gadget, Smartfren)

The spoken text above constitutes the short statement to conclude the message of this commercial that is conveyed in the end of scene. It follows by logos and Smartfren official website picture (*Gadget keren*, picture 12.B-12.C).

As an advertisement message, this statement suggests people to be proud or satisfy being themselves through Smartfren Andromax Products.

(2) *“Karena siapapun kamu dan apapun kebutuhannya hiduplah dengan cara smart dengan bergabung di jaringan anti lelet Smartfren” (because whoever you are and whatever you need are, live smart by joining Smartfren anti-slow network)*

In point 2 above, it is the only spoken on “to celebrate with me” Smartfren commercial. It is vocalized in the end of commercial by man voice. This spoken is used by the advertiser to emphasize their idea, message or opinion in order to suggest people being Smartfren user.

Based on the data, speech or spoken on Smartfren commercials are only appears on *Gadget Keren* and *to celebrate with me commercial*. In *Domino Effect* commercial, there is no spoken or speech except the song which is used by the advertiser.

4.1.3.2 Writing

- (1) *''Keren itu....Lebih dari pamer status, lebih dari ribuan likers atau punya jutaan followers'' (Being cool is more than just showing status off, thousands of like, or millions of followers)*

In the beginning of this commercial, the sentence above appears alternately in accordance the scenes. By that sentence, Smartfren is represented by Kwik conveys that an impressive thing if people do something unusual. The advertiser has an opinion that being a cool person is not only about posting status, has thousand likers or millions follower. The advertiser continuous their opinion as below:

- (2) *''Keren itu....Saat kamu jadi diri sendiri kapanpun dimanapun'' (Being cool is when you be yourself anytime anywhere).*

The clause above explains that a cool thing is come from people soul, when people try to do different thing as their character every time, however, they can be said cool people. This sentence explains what the truly condition which mentions in the previous explanation.

- (3) *''Dengan paket Smartplan 50rb/bulan, jaringan Evdo setara 3,5 G'' (by Smartplan package 50 thousand /month, in Evdo Network equal to 3,5G)*

Here, the advertiser shows that smartfren offers Smartfren internet package to support people be a cool person. By mentioning the speed of Smartfren service and its price, it means that the advertiser shows the advantages of Smartfren.

(4) Nikmati kuota 1,5GB data (Enjoy 1,5GB Data Quota)

Gratis 20 menit ke operator lain (20 minutes free for other provider)

Gratis Nelpon ke Semua Smartfren (free call for all smartfren)

The last written above present the advantages or superiorities of Smartfren product. Smartfren offers internet data quota until 1, 5 GB, free telephone to the other provider and unlimited free telephone for all Smartfren user. These advantages are adapted to the customer needs. Every people may need a cheap and satisfy service from a provider and Smartfren provides their product and service to answer all of people requirements.

(5) "Join us, live at the speed of Smartfren, I hate slow"

The statement above is an effort to ask people being a Smartfren user.

Smartfren offers a high connection service as like as Smartfren slogan

(6) www.smartfren.com

Smartfren, Live Smart

Slogan and official website of the company always appear in the end of Smartfren commercials. It uses to inform people that everything about Smartfren product and its development are announced or provided on that website.

(7) "Untuk kamu yang...Tukang check in, Facebook narsis, Artis Youtube, Doyan Download" (for you who are check-in maniac, face book narcissistic, YouTube artist, download maniac).

The statement above denotes that the advertiser tries to recognize their consumer. Smartfren is produced for people who have passion on social media and Smartphone where it provides some application, such as: Face book, YouTube which connects to the worldwide. Then, Smartfren also has Modem that make people are easy to download and access internet.

(8) *“Cara Smart, Internetan ngebut up to 14,7Mbps” (smart way, spending Internet up to 14,7 Mbps).*

Number 8, the advertiser seems give a smart solution to the people who wants a speed service of internet. They ask people to use Smartfren internet service which has capability speed up to 14, 7Mbps. So, it may useful for people who will not a slow internet connection.

(9) *“Untuk kamu yang chatting melulu, status ngalay, apa-apa twitpic” (for you who chat all the time, cheesy status, twitpic always)*

Here, the advertiser also mentions that Smartfren is tended to all people who like chatting every time and everywhere, updates cheesy status on Face book, and share every moment on twitter. In this case, Smartfren has solution to facilitate people in doing their passion as mention as above which is showed below:

(10) *“Solusi Smart, internetan unlimited mulai 49.000/bulan” (Smart Solution internet unlimited start from 49K/month).*

The next written text above also shows suggestion. Smartfren offers an internet data service with unlimited quota. It gives advantages for the people who like accessing internet unlimited only by at once registration per month.

(11) *“Untuk kamu yang miscal doank, Kring-kring terus” (for you who missed-call maniac, kring-kring always).*

The last, the advertiser wants to show that Smartfren is an appropriate gadget for all people who like chatting complacently. It is because Smartfren gives free call for each Smartfren user. It can be seen from the next statement below:

(12) *“Teman smart: Gratis telephone kesesama smartfren” (Smart friend: free call to all Smartfren).*

Finally, the written above shows that Smartfren give solution to every problem which is relate to the communication service or internet. In this point, the advertiser denotes an advantage which is gained by each Smartfren user. It is because Smartfren gives free call to all Smartfren users.

4.2 The Way of Applying Persuasion Technique on Speech and Writing

The purposes of persuasion on television commercials are attracting people emotion and suggest them into certain idea, opinion and change their belief through oral and written language. However, to persuade people through a television commercial, it needs certain appeal and techniques of persuasion.

The advertisement appeal are categorized into six aspect, they are: Feature appeal, competitive advantage appeal, favorable price appeal, news appeal and popularity Appeal. This aspect will emphasize the superiority or advantages the product. Nevertheless, to convince people through television commercial, there are some basic ways and persuasion techniques which have to use by the advertiser. Those basic ways of 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 Evidence.

Then, by the basic of persuasion and advertisement appeal above, the technique of persuasion will run well. First, *Rationalization technique* is an effort to persuade people by giving a basic thought of problem. It can be seen from this Statement: (1) *'Keren itu....Lebih dari pamer status, lebih dari ribuan likers atau punya jutaan followers'' (Being cool is more than just showing status off, thousands of like, or millions of followers), (2) 'Keren itu....Saat kamu jadi diri sendiri kapanpun dimanapun'' (Being cool is when you be yourself anytime anywhere).* These statements are an effort to give a fundamental thought/ ideas where it purposely wants to make people aware about different perspective of being a cool person. In this point, Smartfren has opinion that being a cool person is more than have popularity on social media, but it is about how the way people enjoy their life. This idea is used to create a connection between the advertisers with viewer where it is known as ability to control emotion.

Identification technique is needed in a commercial to identify the object of the product. It is a key to reach successful in the market. The advertiser has to know, who their consumer are, what kind of circumstance that make their product suitable with the customer and the product are produced for old people, young people, children, etc. This commercial uses more of identification technique, it can be seen from written text point (7) *'Untuk kamu yang...Tukang check in, Facebook narsis, Artis Youtube, Doyan Download'' (for you who are check-in maniac, face book narcissistic, YouTube artrist, download maniac),*

(9) '*Untuk kamu yang chatting melulu, status ngalay, apa-apa twitpic*' (for you who chat all the time, cheesy status, twitpic always), (11) '*Untuk kamu yang miscal doank, Kring-kring terus*' (for you who missed-call maniac, kring-kring always). The advertiser uses those statements because Smartfren products are produced for people who like enjoying social media activity especially for teenagers. Moreover, old people, children, poor or rich people, educated and uneducated people also become the target of this product because accessing internet is not necessary a certain skill, all people can do it. Smartfren products also sell with low up to high price that make possible people to buy it.

Suggestion technique becomes the third important persuasion technique on a commercial. It is used to influence the consumers by giving stimulation in the form of utterances or written text. Suggestion is an answer of people problems in their circumstance. Almost all Smartfren commercials use this technique which shows through some statements, such as: (1) *Puas jadi diri sendiri dengan Gadget*

Keren, Smartfren! (Satisfied being ourselves by attractive Gadget Smartfren), this statement suggests people to be proud or satisfy being themselves through Smartfren Andromax Products. The other, (5) *Join us Live at the speed of Smartfren*' the advertiser asks people to join with Smartfren service which give high speed of internet connection as like as its slogan "I hate slow". The advertiser also present the official website of Smartfren (6) '*www.Smarfren.com*', it denotes that Smartfren wants people to join in this website so they will know all of information about Smartfren Company. This is called with *news appeal*.

Next, suggestion technique is also showed by this statement: : (2) *‘‘Karena siapapun kamu dan apapun kebutuhannya hiduplah dengan cara smart dengan bergabung di jaringan anti lelet Smartfren’’* (because whoever you are and whatever you need are, live smart by joining Smartfren anti-slow network). Here, the advertiser asks people in all of condition to be the smartfren user.

Thus, (3) *‘‘Dengan paket Smartplan 50Rb/bulan, Di jaringan Evdo setara 3,5G’’* (by Smartplan package 50 K/month, in Evdo Network equal to 3,5G). The nominal *‘‘50 K /month’’* means that Smartfren tries to appeal people by providing a service with a standard tariff, this way is called with *Favorable price appeal*.

(8) *‘‘Cara Smart, Internetan ngebut up to 14,7Mbps’’* (smart way, spending Internet up to 14,7 Mbps), (10) *‘‘Solusi Smart, internetan unlimited mulai 49.000/bulan’’* (Smart Solution internet unlimited start from 49K/month) and (12) *‘‘Teman smart: Gratis telephone kesesama smartfren’’* (Smart friend: free call to

all Smartfren) are the other suggestion techniques which present the superiority of Smartfren product, such as the speed of Smartfren network and its price.

The last persuasion technique is conformity. This technique used to show people that the product is created based on the people need. It is the superiority of the product and something that make them different with others. One of statements which show this technique is: (4) *Nikmati kuota 1,5GB data (Enjoy 1,5GB quota Data), Gratis 20 menit ke operator lain (Free 20minutes to other provider), Gratis Nelpon ke Semua Smartfren (free telephone to all Smartfren)*. From those phrases, the advertiser shows the features of Smartfren product that is categorized as *feature appeal*.

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Overall, speech and writing of Smartfren commercial contains of persuasion techniques. The language use, the combination of picture and song, are the part of discourse study. To make a great impact of this modern discourse, advertisement needs an appropriate combination of picture, song, speech and writing on its presentation. It is because the effect of an advertisement is not come from the major mode alone; remember Smartfren conducts a persuasion through television which relies on moving picture, music, speech and writing. Nevertheless, it does not mean that the languages and pictures on commercial guarantee a great evident of what the advertiser belief. The contents of a commercial may give an aid or warning to the society to solve their problem and move away from a bad condition. As Cook (2001:61) said nothing could testify more strikingly to the advertiser faith in the superior power of pictures over words than their evident belief that it was still worth advertising in these conditions.

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CHAPTER V

CONCLUSION

In this chapter, the writer presents the conclusions deal with the finding of the study. The conclusion is answering the statement of problems which is formulated in the first chapter.

5.1 Conclusion

Discourse analysis, persuasion and advertisements are three points that related each other. Discourse Analysis is a branch of linguistic where persuasion becomes the part of its study. Persuasion is purposely used to influence the people believe and guide them to the certain idea or believe through verbal and non-verbal language. Thus, it is most used by the advertiser to promote their products.

In doing so, Smartfren Company uses commercials as its mediator to covey its message through television media. The advertiser utilized audio visual digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id and verbal element to create an interesting commercials. So, people catch the information maximally. Here, Smartfren advertiser combines Pictures, Music, Speech and written to introduce their product on television commercial.

Picture refers to the story that is brought by the advertiser to transfer information or idea to the viewer. It may present a landscape of mountainous, field, town and also the products which is going to introduce in close up shot.

Music on advertisement means the jingle of its company. Jingle is a short tune that contains of words explicitly promotes the hook products. Here, Smartfren has two jingles in English.

Then, speech and written are all verbal languages that appears to explain the commercial briefly. Written appears during the scenes, conveys the idea or information of the product. Moreover, spoken usually appears in the end of commercial that used to emphasize the message of the commercial. All of pictures and lyric of the song or jingle that are used by the advertiser combined in such a way to support and hopefully affect the persuasion of the commercial.

Based on the analysis, it was found that Smartfren Advertiser used several techniques of persuasion on their commercial. They are: Rationalization, Identification, Suggestion, and Conformity. Compensation, Displacement and projection techniques are not applied in Smartfren commercial. It is because the data are in the form of suggestion, a rationalization, expectation, and identities of the object. Furthermore, in the use of persuasion technique, Smartfren advertiser used several ways to persuade people. Such as: (1) the personal character of the speakers; (2) the ability in controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences. The advertiser also uses some appeals to support a persuasion act, such as: feature appeal, competitive appeal, news appeal, price appeal and popular appeal.

In Islamic perspective, a persuader has to consider the "honesty and right word" to be the basis of any persuasion act or advertisement.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ ○ يَا أَيُّهَا الَّذِينَ ءَامَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا ﴿٧٠﴾

In the name of Allah, Most Gracious, Most Merciful. O you, who have believed, fear Allah and speak words of appropriate justice (Qs. Al-ahzab, 33:70).

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Allah SWT has command people to speak in a right word or truthfully. In the context of commerce, a producer has to explain the characteristic and superiority of the product clearly to avoid a falsehood. In one side, Smartfren advertiser has done this concept on its commercials. It denotes by some features and tariff which promote on its commercial and they are truly provided on Smartfren's gadget.

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