

## ABSTRACT

**Purba, Dewi Anjani. 2133220008, Persuasive Strategies In Woman Cosmetics Advertisement Of Skin Whitening Product On Television Commercials. A Thesis. English Literature Department.Faculty Of Languages And Arts, State University of Medan, 2017.**

This research is aimed at describing persuasive strategies in woman cosmetics advertisement, elaborating the ways of the strategies are used and investigating the reason for the use of strategies. The study is based on a descriptive qualitative method, with the data in the form of spoken texts. The researcher analyzed through describing and explaining data based on persuasive strategies by Aristotle (1854). Qualitative research is conducted through long-term contact with the field (Miles & Huberman, 2001). There are about 50 samples of woman cosmetics in skin whitening product from different brand. Like: Wardah, Pond's, Garnier, Citra, Nourish Skin and Fair & Lovely. Those advertisements are in the form of video taken from the official website of the product, youtube, and watching the advertisement in television. From the 50 utterances that have been listed from the advertisement, the result of this study found that there were 32 utterances that categorized as Ethos, 12 as Pathos, and 6 as Logos. There are two process happen in this persuasive strategies, The Elaboration Likelihood Model (Central & Peripheral Route) and Heuristic Systematic Model (Heuristically Processing & Systematically Processing). Central Route 31, Peripheral Route 19. Heuristically Processing 12 and Systematically Processing 38. Reasons for the use of Central Route in the advertisement should be relevant, any facts. Peripheral Route, irrelevant, and no fact. Heuristically Processing, message by expert or endorse by artist, not always giving facts. Systematically Processing, relevant, motivate the costumers, any facts.

***Keywords : Aristotle, Persuasive Strategies, Woman Cosmetics, Advertisement.***