

CHAPTER I INTRODUCTION

A. The Background of The Study

Language is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way. 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 course that is Rhetoric. Keraf (2000:118) 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.

People use language to communicate and socialize with other people to transfer information from the speaker to the listeners. In transferring the message from the speaker to the listeners, the speaker always has purposes on stating the utterances, whether only to give information, ask to do something or to persuade the listeners to think or act as the speaker stated. Mostly the aim of communication is persuasion. People who use persuasion in their communication, they may feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and community (Mulholland, 2005). Persuasion can help people on

extending their messages and purposes smoothly with using polite ways. Thus, people use persuasion to achieve the aim of their communication. In addition, people will use convincing language to persuade other people or hearers. The language used has some tactics to make sure that the hearers believe on what the speaker stated

In this era globalization, the ability to persuade other people is needed. It can be seen from some phenomenons: many big tourism instances try to persuade the people to visit the tourism that they manage. The ability to persuade or convince the people are not easy; it used a skill or strategy to make the other people believe what the speakers mean and want which is called by Persuasive Strategies. Persuasive strategy is a skill or strategies to influence the other people or a group to take a certain action. Persuasive strategies have some areas to be investigated such as Politic, Advertising, Social, and also in Tourism Promotion.

Keraf (2000) identified the types of persuasive technique such as Rationalization, Identification, Suggestion, Conformity, Compensation, Projection, and Displacement. While, Aristotle (1854) described there are three of persuasive strategies (Phatos, Logos, Ethos) that used to influence the other. Based on the theories, the researcher will find out the types of persuasive technique that used in visit samosir Facebook page and describing the strategies of persuasive that use in it.

Social media is an interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and network. In this modern area, Social media as the collective of online communications

channels become one of applying of language use. It can see from the news, advertising, promoting, online shopping, etc. The users of each this transaction persuade the viewers to be influence or to be believe something that they have shown. They use the statement and Picture to complete their method to persuade people. Social media have the most favorite site, such as Facebook, instagram, twitter, etc. In this case, the researcher focuses in Samosir Tourism Promotion in Facebook page.

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook become one of the most favorite sites that people interest to join beside famous search engines such as google, yahoo, and msn, etc. Every activities of user can see by the status or profile in facebook. Such as, online shop, marketing, advertising, politic use the facebook as their media to promote their object. So, Samosir tourism office uses Facebook as their Media Promote to share all about tourism of Samosir by Visit Samosir Facebook page.

Samosir is a popular tourist destination due to its exotic history and the vistas it offers. The tourist resorts are concentrated in the Tuktuk area. The island is the centre of the Batak culture and many of the Toba Batak traditional houses (rumah adat) remain on the island. Most of the tourist accommodations are concentrated in the small town of Tuktuk, which is located a one-hour ferry ride across the lake from the town of Parapat. The reason why the researcher choose

Samosir facebook page become the object of this study because Samosir is one of Indonesia Tourism that will be one of World Tourism Destination.

Studies on persuasion have been conducted by some researcher. First, Rizka (2016) has observed persuasive technique and strategies of persuasion in Nike advertisements. The finding of the researcher showed that the advertisement use all the type of persuasive technique by keraf, there are ratioanalization, identification, suggestion, conformity, compensation, projection, and displacement. And the most of persuasive strategies that she used are appeal emotion. Next, Mukarromah (2016) investigated persuasive strategies used in slogan of iPhone advertisements. Based on the data analysis, the researcher found that there are six kinds of persuasive strategies used in slogan of iPhone advertisements. They are rationalization, identification, hypnotic, conformity, compensation, and displacement strategy. The most frequent strategy used in slogan of iPhone strategy is rationalization, compensation, and hypnotic strategy. The advertiser used ethos, logos and pathos techniques in implementing the persuasive strategies in slogan of iPhone advertisement. Mostly, the advertiser showed the credibility and superiority of each iPhone in every advertisement (ethos).

This study has some differences with another research. The objects of previous study were about the promotion strategies of the products, technique, slogans of the products, and the text in the advertisement. While in this study, the researcher is going to analyze the sentences of status from Visit Samosir Facebook Page. The researcher will analyze about sixty statuses of tourism

promotion according to Keraf's theories persuasion that divided into seven types (Rationalization, Identification, Suggestion, Conformity, Compensation, Projection, and Displacement) and Aristotle's theory of persuasion that divided into three kinds of persuasive strategies; Ethos, Pathos and Logos.

Another differences found in these finding result of research. It can be seen from some of status in Visit samosir Facebook page such as:

1. *(Let's enjoy the view of Lake Toba while playing the boat)*

The technique use is Sugesstion. The strategy that the user use is Logos strategy. The user persuades the viewers by stating logical argument and giving some evidences with telling some features of the tourism. In this status, the user state "Playing the boat", then the user show the picture of tourist that playing the boat in Lake toba.

2. *(Sidabutar Tomb can be visited in Tomok. We will give Ulos for you to enter the scared Tomb)*

The technique use is Rationalization. The user use Logos strategy. The user persuades the viewers by stating logical argument and giving some evidences with telling some features of the tourism. In this status, the user state "Sidabutar Tomb", then the user give the picture of Sidabutar tomb.

It is important to search for the strategies of persuasion that they use in facebook page. It can help them to make the good strategies in promotion, so they

can influence the other people to visit Samosir Island Tourism. The good strategies must have good technique. That's why in this research, the writer will analyze the technique of persuasive firstly. In this research, it will use describe qualitative method. It is non-quantitative method to describe what is. It means the qualitative research is empirical research where the data are not in the form of numbers.

B. The Problem of The Study

Based on the background above, the research questions for this research are:

1. What are the types of Persuasive Technique of Samosir Promotion are used in Visit Samosir Facebook Page?
2. How are the Strategies of Persuasive of Samosir Promotion in Visit Samosir Facebook Page?

C. The Objective of The Study

After having the research problem, this study aims to :

1. Find out the types of Persuasive Technique of Samosir Promotion that used in Visit Samosir facebook page.
2. Describe the Strategies of Persuasive of Samosir Promotion in Visit Samosir facebook page.

D. The Scope of The Study

The focus of this research is investigating the types of technique and strategies of persuasive of Samosir Promotion in Visit Samosir Facebook Page by used Keraf's theories (2000). It consists of 60 promotions from Facebook status in May of 2016 to May of 2017.

E. The Significant of The Study

The results of this research would give the contribution both theoretical and practical significance.

1. Theoretically, the researcher expects that this research can be source in discourse study, give more information and example, especially on persuasion. It is on how people another people through language and how discourse analysis used in facebook.
2. Practically, this research can help linguistics researcher to examine a certain linguistic characteristic of Tourism promotion it may also become a model of persuasive analysis for discourse studies learners.