

CHAPTER I

INTRODUCTION

A. The Background of The Study

In communication, people do not only express their feelings, arguments or ideas but also influence other people. Influence can be related to persuasion. Persuasion is defined as human communication design to influence others by modifying their beliefs, values and attitudes. In doing the persuasion, the persuader will needs the language to persuade others so that they can interpret and follow the message.

Persuasion can be said as a part of Discourse Analysis which is a strategy to try creating a particular effect that is used purposefully (Daymon and Holloway, 2002: 140). It concerns with the language used for communication and how addressee worked in linguistic message in order to interpret them (Brown & Yule, 1983:1). The goal of persuasion is to convince the readers' target, to believe the message and to do something as the result. Persuasion is also used in the area of advertising. The discourse of advertisement is a persuasive discourse when it is viewed in terms of content and purpose. Persuasive discourse is any writing in which an author is expressing facts or opinions to convince the readers.

In reality, the sentence which is written in the advertisement especially for cigarette advertisement does not interest, influence or even persuade the readers to consume the product but it is more likely to prohibition like "*merokok membunuhmu*". This is contrary to the purpose of advertisement itself which

persuades the readers to buy the product. The use of language whose the meaning is not in accordance with the advertisement offered, for example, the billboard advertisement of cigarette : “*Pikir Pendek. Go Ahead*”. Here, there is no relevant between the meaning of language and the promoted product.

In fact, the advertisers do not only use language to persuade the people, but they also display the picture as technique of persuasion in the advertisement. The advertisers display the picture to attract the readers’ attention. The advertisers also hire the popular person like athlete, actor or actresses to easily make the readers interested in product which is being promoted. The opinion of people who has used the promoted product can be applied by the advertisers as technique to convince the readers so that they can trust the benefits of the product.

The technique of persuasion in advertisement is used to persuade consumer, so people will give their attention to the products or service and will be interested to consume it. Advertisement is a form of using persuasive techniques which is presented attractively. According to Keraf, techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement (1991:124-131).

Advertisement can be in the printed form which appeals only to the sense of sight that is eyes, like newspaper, journal, magazines, billboard, etc. Billboard is a large outdoor advertising structure, typically found in high-traffic areas such as alongside busy roads, presents large advertisements to passing pedestrians and drivers. Billboard advertisements are designed to catch a person's attention and

create a memorable impression very quickly, leaving the reader thinking about the advertisement.

The language used in advertisement must be suitable with the consumers. Ogilvy in Boubehrezh and Iraj (2013:267) argues that "if you try to persuade people to do something or to buy something, it seems to me that you should use their language." Besides, the language of advertisement contains illustration and special power to persuade and to control the consumers' behavior. The use of language and the word choice become very important in advertising a product to attract the readers' attention.

The previous researcher, Jarraya (2013) who researched the persuasion techniques in political discourse. He chose the tunisian president Ben Ali's speech as his data. He found out that based on the Aristotele's teory, mostly intertwined with an emphasis on ethos in political discourse to create a trustworhty and credible image of the persuader. The strategis use of person deixis and first-person singular pronouns with performatve verbs helps to develop the ethos of the addresser as apersuasive strategy. He also mentioned that linguistic persuasive strategy are not sufficient to persuade people. Especially when there is tension. They have to be accompanied by other non-linguistic tools, such as the charisma of the persuader and a good awareness of the socio-political context.

The writer is interested in conducting this study, because the choice of words are unique in promoting the products. The use of those unique words in the advertisement is very helpful so that the readers can recognize the product which is being promoted and stimulate the readers' interest to know more information

about the product, for instances the word “*roso*” in energy drink advertisement, “*wani piro*” in cigarette advertisement, “*duobelicious*” in food advertisement. The writer is also interested in knowing the persuasion techniques which are applied in the billboard with the limited use of word so that the words must be effective and also attractive to be viewed and read by people who see the advertisement. Here was one example of commercial advertisements on billboard which is displayed in Medan :



Figure 1.1 L.A Bold advertisement

The billboard above was the commercial advertisement that promoted the cigarette as the product. The word “bold” refers to the name of product. On the advertisement above, the advertiser uses persuasion techniques, they are identification, compensation, and projection. Identification is the technique which analyze the attendees and the situation accurately (Keraf, 1991:125). The use of identification technique in this advertisement can be found from the picture that this product was for men. The compensation technique appears because in this advertisement, the advertiser do not show the real product (i.e cigarette) which is unacceptable but it is substituted by motorcycle which is acceptable to be shown. The advertiser uses motorcycle as a the substitution of cigarette because those two

things usually are used by man. The projection technique is also used by the advertisers in which subject in this advertisement became the object that is the men who ride the motorcycle.

The advertisers can use more than one technique to persuade the readers or viewers. The advertisers use some techniques of persuasion to convince the and make the readers believe more about the truth and the advantages of the product. The use of two or more techniques in one advertisement can help the persuasion process smoothly and can avoid the obstacle, so that the product can be accepted by the readers first, and then they believe and finally they want to consume the product without any coercions of someone else's.

This study deals with persuasive technique which is used in billboard especially for commercial advertisement. The commercial billboard advertisements which are displayed in Medan is going to be selected as the data of this study. The writer is interested to analyze persuasion techniques which are used in the billboard commercial advertisements

B. The Problems of The Study

In accordance with the background of the study, the problems were formulated as follows.

1. Which persuasion techniques did apply in the commercial advertisement on billboard?
2. Why the persuasion techniques were applied in the commercial advertisement on billboard?

C. The Objectives of The Study

In parallel with the problems above, the objectives of the study were:

- 1) to identify the persuasion techniques in the commercial advertisement on billboard
- 2) to elaborate the reason of the use of persuasion technique applied in the commercial advertisement on billboard

D. The Scope of The Study

This study was conducted in Discourse Analysis. It focused on analyzing the persuasion techniques were used in the commercial advertisement on billboard. The data of this study was the writings and pictures which were used in the commercial billboards advertisements in Medan.

E. The Significances of The Study

The findings of this study were supposed to give valuable contributions theoretically and practically.

Theoretically, it was expected to be one of the sources in discourse studies particularly on how the person persuades another through language and how discourse analysis used in billboard advertisement. In addition, it was hoped that the readers have encouragement to learn deeper about persuasion to know how to persuade people in the good way. This study might also help for the learners to know and analyze the persuasive discourse in the way of the use of persuasive techniques in the billboard advertisement, especially.

Practically, this study could help linguistics researchers, social media reviewer to examine a certain linguistic characteristic of some advertisements. It might also become a model of persuasive analysis for discourse studies learners. The result of this study hopefully would give the advantages for the advertisers who create an advertisement in order to be better in their works.



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