

# **CHAPTER I**

## **INTRODUCTION**

### **A. The Background of the Study**

Language is a structured and conventional means of human communication that consist of the use of words in a structured and customary manner. Some experts have defined the meaning of language. Language, according to Finegan and Besnier (1989), is a limited system of elements and principles that enable speakers to compose sentences to perform specific communication tasks. Communication is accomplished through the use of language. Language is a social fact, a social contract of sorts. It does not exist in a single person, but rather in a group (Bauer, 2007). This study concerns linguistics, such as how languages are used in persuading people during communication.

Language is used to interact and converse with others, as well as to convey information from the speaker to the listener. The speaker or writer always has a reason for stating the utterances during the transfer process, whether it is simply to provide information, encourage the listener or reader to do something, pay attention, or persuade the listener or reader to think or act as the speaker or writer indicated. Persuasion is the most common goal of communication. People who employ persuasion in their conversation will feel more or less at ease, increase or deteriorate cooperation among coworkers, family, and friends, and sustain community relations (Mulholland, 1994). Persuasion may assist people in smoothly extending their messages and aims by employing pleasant methods. As a result, people employ persuasion to achieve their communication's goal.

On the other hand, people will use convincing language to persuade other people or hearers. The language itself has some tactics to make sure that the reader or listener believes what the speaker said.

The researcher chose this topic since it is necessary to be able to persuade others in this age of globalization. It can be seen in some phenomena: many good companies, such as shoes, aim to persuade or convince customers to acquire their products. We encounter the situation in our life when we are impacted by or influence others. Persuasion and influence are two terms that can be used interchangeably (Larson, 2004, p.4). The ability to persuade or convince people is not easy; it uses some skills or strategies to make other people believe what the speakers mean and It is called Persuasive Strategies.

A persuasive strategy is a comprehensive, step-by-step plan for achieving a specific goal (Larson, 2004, p.20). Strategies are based on tactics, which are the exact arguments or points that the persuader is attempting to make. Persuasive strategy can be examined in a variety of domains, including advertising, social media, and online buying on social media.

Identification, Rationalization, Suggestion, Conformity, Compensation, Projection, and Displacement are seven types of persuasive techniques (Keraf, 2005). While Aristotle (1854) identified three persuasive strategies (Phatos, Logos, and Ethos) for influencing people, The researcher will use the theories to determine the types of persuasive approaches used in the shoe seller's TAFT Instagram account and discuss the strategies used.

The researcher takes some of the written words in the caption of the TAFT instagram account. For example :

1. *(New heat. Which shoe caught your eyes first?)*

The technique used is Suggestion. It can be seen from the written caption that try to persuade the reader by offering the new product that can make the reader want to see it. The strategy that users use is Logos strategy. The user persuades the viewers by stating a logical argument and giving some evidence by telling some features of the shoe. In this written caption, the user states "New heat", then the user shows a picture of a shoe that has a different model from the other.

2. *(Rome wasn't built in a day and neither were these boots. This boot is a work of art, requiring four different coats of paint to obtain this rich finish in the leather. The Rome is a TAFT family favorite for a reason.)*

The technique used is identification. The strategy that users use is the Ethos strategy. The user persuades the viewers by stating credibility and the special quality of the instance to convince the viewers. In this written caption, the user states "requiring four different coats of paint to obtain this rich finish on the leather", then the user shows a picture of a shoe that has a unique character from the boots.

Instagram, a visual-based platform, is one of the most popular networking sites to date (Amaral, 2015), with over 70% of users aged 12 to 24 years old (Huang & Su, 2018). Many individuals prefer Instagram to other social media platforms because it provides more up-to-date information. Instagram is a great

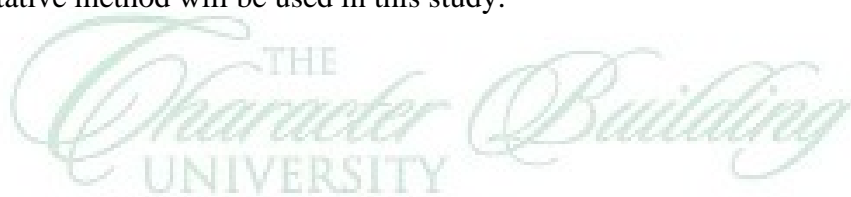
way for them to keep up with what is going on in the world. The news could be current events from throughout the world. People may receive information about their hobbies and readily connect with their idols on Instagram. Instagram (also known as IG or Insta) is a picture and video-sharing software that allows users to capture images, record videos, apply digital filters, and publish their creations on a variety of social media platforms, including Instagram. People can use Instagram to exchange messages and stay in touch with friends, colleagues, and family. Instagram is no longer just a social networking platform for sharing photos and videos; it can also be used to run a business, similar to an online store. Instagram has altered the way consumers view businesses and spawned new sub-genres, occupations, and enterprises in the last few years. Instagram is a powerful force that marketers can no longer afford to ignore. The following are just a few of the many ways Instagram has impacted the marketing environment and modern customer behaviour. Businesses are increasingly investing in visual marketing as a result of Instagram's power. After all, Instagram has five hundred million daily active users. Marketers rapidly see the platform's potential after a trial run and are eager to include it in their marketing campaigns. The visual effect of a message on Instagram is significantly stronger than any other sense. As a result, companies are creating their own graphics to interest their followers, ranging from photos of their personnel to images of their products in various settings. TAFT instagram account is one of the individuals who uses Instagram as a media online shop to share all about shoes products.

TAFT is one of the popular accounts on Instagram that sells shoes. TAFT has been on Instagram since September, 20th 2013, until now. They are located in

the United States of America. The reason why the researchers chose TAFT's instagram account to become the object of this study is because shoes are a human need in their lives and TAFT has many variations of handcrafted boots and shoes. Second, the TAFT user uses a good sentence in their caption that makes the researcher want to identify it.

Studies about persuasion have been conducted by some researchers. First, Mukarromah (2016) investigated persuasive strategies used in the slogans of iPhone advertisements. Second, Renni Sagala (2017) has investigated persuasive technique and strategies of persuasion in Samosir Promotion in “visit Samosir” facebook page.

It's critical to look for the persuasion methods they employ on Instagram. It can assist them in developing effective sales methods, allowing them to persuade others to visit the shoe store. Good strategy necessitates good execution. As a result, the writer will begin by examining the persuasive strategy. The qualitative method will be used in this study.



## **B. The Problems of the Study**

Based on the explanation of the background above, this research will answer with the following questions:

1. What are the types of Persuasive technique of shoes seller used in TAFT Instagram account?
2. How are the Persuasive strategies of shoes sellers that used TAFT Instagram account?

## **C. The Objective of the Study**

With the background of the problems of the study above, the objectives of this study are formulated:

1. To find out the types of Persuasive technique of shoes seller that used in TAFT Instagram Account.
2. To describe the strategies of shoes seller in TAFT Instagram account.

## **D. The Scope of the Study**

The focus of this research is investigating the types of technique and strategies of persuasive of Shoes Seller in TAFT Instagram account by used Keraf's Theories (2005) and aristotle's Theories (1854).

## **E. The Significances of the Study**

### **1. Theoretically**

This study is expected to increase knowledge and provide information about linguistics study, in terms of persuasive strategies related to online shopping on Instagram, especially for English and Literature students.

### **2. Practically**

The findings of this study are expected to be useful for:

#### **a) For the students**

This study can be used as a reference to improve students' ability to understand discourse analysis in the persuasion field using the caption data.

#### **b) For the readers**

This study can be used as a reference to understanding the discourse analysis to convey our through better.

#### **c) For the researchers**

This study's result can be referenced for further research and additional information to other researchers who want to research in the similar field.