

PERSUASIVE LANGUAGE IN ADVERTISEMENT

A THESIS

As a Partial Fulfillment of the Requirements
For the Sarjana Pendidikan Degree in
English Language Teaching



By:

CHRISTANTO VICTOR WANADI

1213013016

**ENGLISH EDUCATION STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA**

2017

SURAT PERNYATAAN

Bersama ini saya:

Nama : Christanto Victor Wanadi
Nomor Pokok : 1213013016
Program Studi : Pendidikan Bahasa Inggris
Jurusan : Pendidikan Bahasa dan Seni
Fakultas : Keguruan dan Ilmu Pendidikan Unika Widya Mandala Surabaya

Menyatakan dengan sesungguhnya bahwa skripsi saya yang berjudul:

Persuasive Language in Advertisement

benar-benar merupakan hasil karya saya sendiri. Apabila skripsi ini ternyata merupakan hasil plagiarisme, maka saya bersedia menerima sanksi berupa pembatalan kelulusan dan/atau pencabutan gelar yang telah saya peroleh.

Demikianlah surat pernyataan ini saya buat dengan sesungguhnya dan dengan penuh kesadaran.

Surabaya, 13 Juli 2017
Yang membuat pernyataan,



Christanto Victor Wanadi

Mengetahui:
Dosen Pembimbing I/Tunggal,

Dra. Agnes Santi Widiati, M.Pd.

Dosen Pembimbing II,

**SURAT PERNYATAAN
PERSETUJUAN PUBLIKASI KARYA ILMIAH**

Demi Perkembangan Ilmu Pengetahuan, saya sebagai mahasiswa Universitas Katolik Widya Mandala Surabaya.

Nama Mahasiswa : CHRISTANTO VICTOR WANADI
Nomor Pokok : 1213013016
Program Studi Pendidikan : BAHASA INGGRIS
Jurusan : PENDIDIKAN BAHASA DAN SENI
Fakultas : KEGURUAN DAN ILMU PENDIDIKAN
Tanggal Lulus : 20 JULI 2017

Dengan ini ~~SETUJU/TIDAK SETUJU~~ Skripsi atau Karya Ilmiah saya,

Judul :

PERSUASIVE LANGUAGE IN ADVERTISEMENT

Untuk dipublikasikan/ditampilkan di Internet atau media lain (Digital Library Perpustakaan Universitas Katolik Widya Mandala Surabaya) untuk kepentingan akademik sebatas sesuai undang-undang Hak Cipta yang berlaku.

Demikian surat pernyataan ~~SETUJU/TIDAK SETUJU~~ publikasi Karya Ilmiah ini saya buat dengan sebenarnya

Surabaya, 27 JULI 2017
Yang menyatakan,


CHRISTANTO VICTOR W
NRP 1213013016

APPROVAL SHEET

(1)

This thesis entitled *Persuasive Language in Advertisement*, conducted and submitted by Christanto Victor Wanadi has been approved and accepted as a partial fulfillment of the requirements of Sarjana Pendidikan Degree in English language teaching by the following advisor:


Dr. Zuzana Susni Widianti, M.Pd.
Advisor

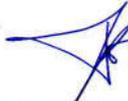
Approval Sheet

(II)

This thesis has been examined by the Committee of Oral examination with the grade of _____ on


Dr. Ignatius Harjanto

Chairperson



Trianawaty, M.Hum.

Secretary



Dra. Agnes Santi Widiati, M.Pd.

Member




Dr. V. Luluk Prijambodo, M.Pd.

Dean of the Faculty of
Teacher and Education

Approved by




Paulus Hady Sutris Winarlim, M.Sc.

Head of the English Department

ACKNOWLEDGMENTS

First, the writer would like to thank God, who has accompanied him to finish this thesis. Because of His grace, the writer was being able to finish this thesis. The writer would also like to express his gratitude to these following people for contributing endless courage and support in the process of writing this thesis:

- 1) Hady Sutris Winarlim, M.Sc., the Head of the English Department, who has given the writer opportunities to finish his thesis.
- 2) Dra. Agnes Santi Widiati, M.Pd., the writer's advisor, who has patiently guided the writer and supported the writer in finishing his thesis.
- 3) Dr. Ignatius Harjanto and Trianawaty, M.Hum., the examiners, who have given suggestions to the writer to improve his thesis.
- 4) Dr. B. Budiyo, M.Pd., who gave the idea for the writer to do his thesis
- 5) Yosefina Fernandes, the writer's triangulator, who has spent her time to help the writer in analyzing the data.
- 6) The writer's parents, who always guide the writer, give the writer advice and have encouraged the writer to finish his thesis.
- 7) All BPM FKIP 2016/2107 members who support the writer to finish his thesis
- 8) The writer's friends who always support the writer to finish his thesis.

The Writer

TABLE OF CONTENTS

| | |
|---|------------|
| APPROVAL SHEET (I) | i |
| APPROVAL SHEET (II) | ii |
| ACKNOWLEDGEMENTS | iii |
| TABLE OF CONTENTS | iv |
| ABSTRACT | vii |
| | |
| CHAPTER I: INTRODUCTION | 1 |
| 1.1. The Background of the Study | 1 |
| 1.2. The Statements of Problems | 4 |
| 1.3. The Objectives of the Study | 5 |
| 1.4. The Scope and Limitation of the Study | 6 |
| 1.5. The Significance of the Study | 7 |
| 1.6. The Theoretical Framework | 7 |
| 1.7. The Definition of Key Terms | 8 |
| 1.8. Organization of the Thesis | 9 |
| | |
| CHAPTER II: REVIEW OF RELATED LITERATURE | 11 |
| 2.1. Advertisement | 11 |
| 2.1.1. Components of Advertisement | 14 |
| 2.1.2. Language Features of Advertisement | 17 |
| 2.2. Discourse Analysis | 22 |
| 2.2.1. Persuasive Language | 23 |
| 2.3. Previous Studies | 25 |
| | |
| CHAPTER III: RESEARCH METHOD | 28 |
| 3.1. Research Design | 28 |
| 3.2. Data Source | 29 |
| 3.3. Parameters | 30 |

| | |
|--|-----------|
| 3.3.1. Tools of Rhetoric..... | 31 |
| 3.3.2. Language Features of Advertisement | 32 |
| 3.4. Research Instrument | 34 |
| 3.5. Data Collecting Procedure | 34 |
| 3.6. Data Analysis Procedure | 35 |
| 3.7. Triangulator | 35 |
| | |
| CHAPTER IV: FINDINGS AND DISCUSSIONS | 37 |
| 4. Findings and Discussions | 37 |
| 4.1. Tools of Rhetoric: Logos and Ethos | 38 |
| 4.2. Language Features of Advertisement | 42 |
| | |
| CHAPTER V: CONCLUSION AND SUGGESTION | 48 |
| 5.1. Summary | 48 |
| 5.2. Conclusion | 49 |
| 5.3. Suggestions | 50 |
| | |
| BIBLIOGRAPHY | 51 |
| APPENDICES | 52 |
| Appendix A: Pictures of Advertisements | 52 |
| Appendix B: Tools of Rhetoric: Logos and Ethos | 56 |
| Appendix C: Language Features of Advertisement | 64 |
| | |
| LIST OF FIGURES | |
| Figure 3.1 Research Design | 29 |
| | |
| LIST OF PICTURES | |
| Picture 2.1 The Components of Advertisement | 16 |
| Picture 2.2 Imperial Leather Advertisement | 20 |

LIST OF TABLES

| | |
|--|----|
| Table 2.1 The Common Structure of Advertisement | 16 |
| Table 3.1 Advertisement Groups | 30 |
| Table 3.3.1 Logos and Ethos | 31 |
| Table 3.3.2 Language Features of Advertisement (I) | 32 |
| Table 3.3.3 Language Features of Advertisement (II) | 33 |
| Table 4.1 The Brands and Headlines of the Advertisements | 37 |
| Table 4.2 Logos and Ethos | 38 |
| Table 4.3 Language Features of Advertisement | 42 |

ABSTRACT

Wanadi, C.V. 2017. “*Persuasive Language in Advertisement*”. S-1 Thesis. English Department Faculty of Teacher Training and Education at Widya Mandala Catholic University Surabaya, 2017. Advisor: Dra. Agnes Santi Widiati, M.Pd.

Discourse has two forms, spoken and written. Advertisement belongs to one of written discourse types. To create an effective advertisement, advertiser should maximize the use of advertisement components to persuade audiences. One of the components is the advertisement text which contains persuasive language.

The purpose of this study is to find what and how tools of rhetoric and language features of advertisement are used in the advertisement in three advertisement groups: food and beverages, accommodation, and event advertisement.

To analyze the data, the writer used discourse analysis method along with two parameters, tools of rhetoric: logos and pathos and language features of advertisement. Three advertisement groups were taken as the data from an English print newspaper *the Jakarta Post*, from Sept 5th to 10th, 2016.

It was found that the most used tool of rhetoric in all advertisement groups respectively are pathos, logos, and ethos. The most frequent language features of advertisement used in three groups are language game, word and phrase repetition, word and phrase omission, and persuasive words. The most used persuasive word is adjective which mostly contains flowery language so the readers can imagine the features in the advertisement.

The conclusion of this study are: 1) Logos is used to convince people about the features in the advertisement, 2) Ethos is not shown many in the advertisement, due to brand popularity and contact person inserted in the advertisement, 3) Some text not containing logos and ethos just contain information but it is still considerable as important things in the advertisement, 4) Pathos is used to affect readers' emotion and advertiser probably tend to use language features which are efficient and effective.

Keywords: persuasive language, tools of rhetoric, language features of advertisement, advertisement, the Jakarta Post