

CHAPTER I

INTRODUCTION

This chapter is the introduction of the research paper on presents the background of the research, statement of problems, research objective, research significances, and definition of key terms.

1.1 Background of Research

Advertisement is commonly used persuasive language to affect customer buy and use the product it offers. Persuasive language could act as an effective way to introduce product and service. “Persuasive text is a text that really wants you to *do* something and an advert might want you to *buy* something” (Saosa. 2011). That definition supported by theory of persuasion in the book “Persuasive Communication”, persuasion is “a conscious attempt by one individual to change the attitudes, beliefs, or behaviour of another individual or group of individuals through the transmission of some message” (Bettinghaus and Cody, 1987, p. 3). Therefore, persuasive language is the writing style that use in advertisements language to promote the products or services to the customers.

Advertisement exists on mass media like Television as the bridge between the company and the audience. On the other hand, there is the print advertisement such as on the magazine and newspaper. In this era the social media more interest than TV, newspaper, and or magazine. Thus, anytime people can use and come into their social media’s account anywhere, particularly *Instagram*.

Instagram define as the name of a social networking service for taking, changing, and sharing photographs and videos (Cambrigde Dictionary, 2005). It is an application to send information quickly in the form of photos or

videos. People can share their opinions, ideas, experiences, and most importantly can advertise the products or making the advertisements in the post of their *Instagram* accounts.

Based on *Instagram* application, the elements of *instagram* are *instagram* homepages, *instagram* story, feed *instagram* with the photos or videos and each captions, and also the comment column. The *Instagram* caption defined as number of phrases or sentences to explain photos or videos according to the intent of the message to be conveyed to other Instagram users. There are a lot of *Instagram* users. Besides for personal accounts, *Instagram* is also widely used by artists, musicians, even commercial companies.

To introduce the products, every advertiser has its own strategies and techniques to use the language of persuasion, especially in *Instagram* captions. “What is appropriate for one audience may be unsuitable for another” (Sheehan, 2004). *Instagram* caption was interest to investigate. The message might be delivered by persuasive caption on it in connotative meaning. According to Handoko a book writer of *Manajemen Pemasaran: Analisa Perilaku Konsumen*, “Instagram trends are a way of marketing that uses products as a means of communication. The advantage of Instagram is spending the community as an advertising funnel” (Handoko, 2012).

The advertiser should make their audiences believe that they are trusted agent. The language used in advertisement that written by another person might be different. So, this paper has compared the two cosmetics *Instagram* accounts. The two *Instagram* accounts have been chosen as the references that represent the techniques of persuasive text in advertisement and the linguistics features used in the captions.

First, @Jefreestarcosmetics *Instagram* account is name of a makeup artist, model, entrepreneur, and singer-songwriter, and also an American Internet celebrity which is famous on *Youtube* and *Instagram*, Jeffree Star or Jeffrey Lynn Steininger Jr. Second, *Instagram* account of Kylie Jenner named

@Kyliecosmetics. Both are cosmetic business accounts, mainly selling make-up produced by the owner, and they are the public figures in United State.

People can advertise the products in the post of *Instagram*, mainly use the persuasion language in the captions. However, the advertisement language that written by different person did not same with another. Hence, the paper was compared the two objects that advertised the product in the *Instagram* captions, there are @jeffrestarcosmetics and @kyliecosmetics accounts. The data has been collected by doing social media observation start from January 1, 2019 to January 10, 2019. On that period, there so many new products are launched and often provides discount.

Actually, there so many similar objects from Indonesia, but the caption did not use the English language. Furthermore, @jeffrestarcosmetics and @kyliecosmetics accounts, the two American *Instagram* users are chosen as the objects to identify the persuasive techniques and the linguistic features of advertisement used in the captions of both Instagram accounts can be analyze in this research.

The research study provided to support this paper is the journal of Hatane (Hatane, 2011), her research is about the analysis of persuasive strategies used by the male and female salespeople of the insurance companies Surabaya, there are: AXA, Prudential, Sequislife, Sunlife, and Manulife. The researcher focuses on the differences of male and female marketer in persuading people by phone. The researcher used thirty woman and man salespeople telephone record of persuasive conversation as her data. In this research used Kotler Armstrong's (2004) and Bender's (1980) theory to analyze the selling process and persuasive strategy through qualitative approach.

The second one is journal by (Jafari & Mahadi, 2014), the journal investigated and discussed about the fundamental as well as the main characteristics of the advertising language. That journal found the features which are essential and indispensable for the advertising language, or to be

more exact, the traits which create some piece of work so called an *advertisement*, in detail, and from a deeper view. Jafari and Mahadi (2014) on their journal state that advertising language is the persuasive language that has the informative functions. Syntactically, advertisement usually used simple statements. The short sentences usually are indirect sentences. The object of their research is slogan. It is one of the main elements of advertising language are combined with pictures. They also investigated the language functions by Nord (1997) in the advertisements.

The two journals above are the previous study of this paper. This paper is different from the previous studies of Hatane (2011) and previous study related to persuasive of advertisement language has been written by Jafari and Mahadi (2014) who analysed the persuasive language in advertisement. The purpose of this paper is to identify the persuasive techniques and the used of linguistics features in Instagram Captions, then investigate the similarities or the differences of each *Instagram* accounts. The theory used in this paper is persuasive techniques (Armstrong, 2010) for the first problem, and used theory of linguistic features of advertisement (Grey, 2008) for the second problem. So, almost all of these two researches are different, unless for the methodology.

For those reasons above, the researcher needs to conduct the study to analyze the problem with the title: "THE ADVERTISEMENT LANGUAGE IN PERSUASIVE CAPTIONS OF @JEFFREESTARCOSMETICS AND @KYLIECOSMETICS INSTAGRAM ACCOUNTS".

1.2 Statement of Problem

There is an interesting fact that the captions in *Instagram* business accounts used techniques of persuasive in writing advertisement. Whether those captions are becomes the main concern of this study which is formulated in the following question:

1. What are persuasive techniques used in captions of @jeffreestarcosmetics and @kyliecosmetics *Instagram* accounts?
2. What are linguistic features of advertisement in persuasive captions of both *Instagram* accounts?

1.3 Research Objectives

Regarding to the research question this research is aimed to find out the persuasive techniques and linguistics feature of advertisement in two instagram captions of @Jeffreestarcosmetics and @Kyliecosmetics accounts using qualitative descriptive approach. The research objective as follows:

1. To find out the persuasive techniques used in captions of two *Instagram* cosmetics accounts.
2. To categorize the linguistic features of advertisement in persuasive captions of the two *Instagram* accounts
3. To know the similarities and the differences of the language features of persuasive captions of both *Instagram* cosmetic accounts.

1.4 Research Significance

The result of this research is expected to give a great contribution to the theoretical and practical in the field of using Persuasive Techniques and Linguistic features of advertisement in social media Instagram. It might be useful for the “admin” of business *Instagram* account that want to advertise their products by captions and the photos or videos. This research also expected to be able to contribute in linguistics research especially in comparative analysis.

The aims of the significance of the research are: Theoretically this research is expected to the comprehension and understanding of persuasive and

advertising language learning, especially about techniques of persuasive and linguistic feature of advertisement. It is not only can be found in academic literature but can be learnt from the social media account, like in *Instagram* captions.

Practically the result of this research is expected to give precious contributions to lecturers, university students, future researcher, and for the “admin” of business *Instagram* account. For the lecturers, this research might become a meaningful contribution in teaching persuasive text or in teaching language advertisement. For the university students, this research hopefully can be used to study both the persuasive text or writing and the advertisement language. They can learn it from the caption on *Instagram* or the others social media accounts not only from their academic book. For the future researcher, the result of this paper is expected to be a previous research for those who are interested in doing similar field of research. And for the “admin” of business *Instagram* account, this paper might be the references to persuade the consumers by caption on social media.

1.5 Clarification of Key Terms

There are five terms to clarity in this chapter:

1.5.1 Persuasion

Persuasion is a conscious attempt by one individual to change the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message.

1.5.2 Persuasive Text

The definition of persuasive text is a text that really wants you to *do* something and an advert might want you to *buy* something (Sousa, 2011).

1.5.3 Persuasive Techniques

Ross (1994: 168) says, “Persuasion is a process of skillfully and ethically using logical thoughts, effective appeals, credibility and ethical proof to influence and motivate others to responds as you wish them to.” In other words, persuasion technique is a strategy of persuading people.

1.5.4 Persuasive Caption

Any writing in Instagram caption good at persuade someone to do or believe something through reasoning or the use of temptation, especially in advertisement account. This term appears in this paper through the persuasive text of advertisement exist on Instagram caption.

1.5.5 Instagram

Instagram is the name of a social networking service for taking, changing, and sharing photographs and videos. *Instagram* to post (a picture) to the Instagram photo-sharing service (Cambridge Dictionary, Merriam Webster). Almost the same as *facebook*, *Instagram* is the application to shares ideas, experiences, and also can be the advertisement to promote products and services.

1.5.6 Instagram Captions

Caption is a description commonly placed above or beneath a photograph or an illustration (Amstrong, 2010). The *Instagram* caption also describes photos or videos that shared on *Instagram* account.

1.5.7 Advertisement

Arens (2006:7) defined Advertising as the structured and composed non-personal communication of information, usually paid for and persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media.

1.5.8 Cosmetics Advertisement

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial make up, facial wash, permanent waves, colored contact lenses, hair colors, hair sprays and gels, shampoo, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. (Tobing, 2013).

1.5.9 Linguistic Features

Linguistic feature refers to language style. According to Verdonk (2002), style in language is a set of conscious or unconscious choices of expression, inspired or induced by particular context.

