ABSTRACT

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This study aims to describe the language style used in fast-food brand advertisements collected from Youtube and the persuasive techniques contained in these advertisements. The research subjects used were advertisements from Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and Burger King. The data obtained from advertisements for fast-food brands are expressions in the form of phrases or sentences. The research method used a qualitative descriptive method. This method produces descriptive data in the form of written/spoken words from people or observed behavior. Total of 59 advertisements were used from Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and Burger King and generated 71 data from these advertisements that contained language styles. This study uses two theories, namely William Well's theory which is used to answer the first research question and Kleppner's theory, to answer the second research question. The results of this study show that from 71 data, it is found that the types of language styles are categorized into five similes, seven metaphors, seven personifications, 19 hyperboles, 12 alliterations, 16 assonances, four ellipses, and one prolepsis. The persuasive technique is used in the form of 31 pioneering stages, 48 competitive stages, and 28 retentive stages.

Keyword: language style, advertisements, fast-food