

# CHAPTER I

## INTRODUCTION

This chapter covers the research background, research questions, research purposes, research significances, and research scope.

### 1.1 Research Background

In this era, there are many ways to obtain the knowledge we need efficiently, both with printed and electronic media. Printed media is like tabloids, magazines, newspapers, banners, pamphlets, and brochures, then the example for electronic media is like internet, television, radio, and social media.

Another way to communicate and exchange information is by using advertisements. Advertising is an essential thing for people who buy and sell activities, launch new goods, sell services, ideas, or activities. Advertising is a part of communication that aims to make the audience of these ads interested in taking further action regarding the advertisements they see. Advertising also varies; it can be by announcing, statement, writing, or asking someone experienced in the advertising field to promote what we want in the big mass media. People can see advertisements everywhere, from television, newspapers, radio, the internet, or magazines.

Language style and culture also play an essential role in conveying messages in advertisements to be well received and without misunderstanding to the audience. The vocabulary in the advertisement aims to make potential buyers interested in the advertised product; creative speech also affects how good the ad is; also, a unique advertisement will make the ad easy to remember

so that it will increase the interest of potential buyers. The language used in advertisements must be light, persuasive, friendly, and also communicative.

This study explores the persuasive techniques used to promote the Samsung Galaxy series of smartphones. Persuasive is both an art and science that is directly related to everyday human life. It is an intellectual and systematic method that someone uses to affect another. Using those words and actions to alter an attitude or idea and, therefore, to change a behavior, someone may stir the audience. To Mortensen, Persuasive is "a process aimed at changing or reforming attitudes, beliefs, views, or behaviours through voluntary compliance towards a predetermined outcome" (Mortensen, 2004). The English word "persuasive" is borrowed from the Latin word "*persuadere*," which is a combination of the prefix "per" meaning "completion" plus the base "*suadere*," meaning "advise" or "urge" (Sandell, 1977). In old English, Brembeck and Howell add that the word "persuasive" applies to an effort to persuade rather than convince (William Smiley Howell, 1976). A persuasive method is a form of communication. There is a source (a persuader) in all touch, a message conveyed by symbols, a communication medium, and the target (audience).

The source has a goal and seeks to manipulate the crowd (target). Johnstone argues that persuasive refers to the symbolic act passed on that modifies or enhances one's or others' beliefs, views, principles, attitudes, and behaviors (Johnston, 1993). Nowadays, there is such a wide range of products that marketers have had to become crafty over the past decades and come up

with tricky ways to make people buy their products. Modern marketing specialists are well aware of all the hidden factors and psychological components discussed earlier, which have impacted purchasing decisions. Martin Lindstrom explains some persuasive techniques based on his book "Brandwashed- Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy" (Lindstrom, 2011). The persuasive technique is a rhetorical device. It is the act of convincing the audience through communication. Keraf argues that rhetoric means using language as an art medium, orally and writing, primarily based totally on well-dependent knowledge (Keraf, 2004). In the state of the utterance, people need to understand two critical aspects of rhetoric; Knowledge of the language and how it is used and knowledge that users of the language are referring to it. Aristotle pointed out that the process of persuasive aims to change the attitude of a person or a group towards certain events, ideas, things, or every other individual through the usage of written or oral language to bring data, emotions, or a reason, or an aggregate of them (Aristotle, 1954). One of the functions of conversation is to influence others to gain their goals.

According to (Keraf 2004), persuasive is a verbal art aimed at getting a person to match the speaker's purposes at the current time. It means that effectiveness is the speaker's attempt to convince or influence the public interest in what is being offered. It implies that persuasive is the speaker's attempt to influence the audience to achieve the desired meaning. The purpose of persuasive is to get consumers to accept compelling arguments and apply new attitudes to their core beliefs. In the context of language learning, the usage of

language is the examination of discourse analysis. According to Yule, discourse analysis entails the language used for communication and how the recipient works in the language message to interpret it. (Yule G., 1983). Persuasive talks about the language used to influence the other person, while discourse analysis discusses how to use that language. It leads to a connection between persuasive and discourse.

This research examines the persuasive techniques used in the Samsung Galaxy smartphone video advertisement. Researchers discuss advertising because they want to increase readers' knowledge about how a company promotes its products through video ads. Therefore, all and sundry interested in this subject matter may even advantage from this research, not only the researchers themselves. There are three advantages that readers can get from this research. First, it will introduce the reader to using persuasive techniques in the informatics technology company's advertisement, such as the big one, Samsung, that produces the Samsung Galaxy smartphones. Second, it could serve, for instance, studies in discourse analysis, especially in persuasive techniques. The last one, by studying this research, readers will get a lot of understanding and learning about how to effectively promote their products and services through the internet, especially YouTube, by using appropriate language and earning a place in the public's hearts.

There are numerous theories for studying persuasive techniques. In this study, the researchers used the Lindstrom approach of persuasive techniques. Researcher choosing this theory because it is suitable for the object, and the

thing is an advertisement. According to Lindstrom's theory, persuasive techniques are divided into two-part, but each part is divided again. The first part is divided into eight-part and the second part is divided into two-part. The first part is emotional, emotional divided into starting from an early age, fear, addiction and obsession, sex, peer pressure, nostalgia, fame, faith, and hope. The second part is technical, technical divided into data mining and neuromarketing.

The two-part of the persuasive technique described above to analyze the advertisement from the electronics company are devoted to the Galaxy Smartphones product series. To educate researchers in the world of information technology, especially in how an IT corporation promotes their products, this advertisement from the Samsung Galaxy smartphones is used as the object of this research. Besides, it is also because the public knows that Samsung products are known as products that have been of good quality for a long time, and also with the price of their products which are included in many categories so that people can choose which Galaxy series products to buy according to their financial capabilities and interests. With a variety of product prices, companies can make consumers buy their products. Researchers currently study the number of buyers increasing, especially in Indonesia, especially in the reasonable price range.

In promoting its products in Indonesia, Samsung uses video ads and uploads them on YouTube as a popular video search engine in Indonesia and worldwide. YouTube is one of the social media that has an impact on people's

life. YouTube is also a social media that people can share videos, audio, film, songs, and more. Ensure that YouTube is a successful social media that allows broadcast video content online (Ensour, 2015). Many kinds of videos are uploaded to YouTube like educational, gaming videos, music videos, advertising, and still many more. According to the fact that has been explained before, the researcher found an exciting feeling to investigated the company's advertisement and how they utilize the ad to promote the Galaxy series that the researcher talked about.

According to the British Institute of Advertising Practitioners, advertising is the most persuasive sales message aimed at potential buyers who have the most potential to buy the advertised product at the least possible cost (Jeffkins & Robert, 1996). Advertising is a way for a seller to sell the products he sells through information dissemination. In advertising, of course, information cannot be contained carelessly, and not all information is an advertisement or is included in an advertisement. Advertising is a means that facilitates advertisers to convey messages about a marketed product that is related to the public at large using existing advertising media. In making advertisements for a product, language is a very close part because language is a tool used by humans to communicate both orally and in writing. Therefore, the language in advertisements is vital so that advertisers can provide information related to products, and also language can make potential buyers interested in these products

Therefore, advertising was chosen as data in this study. First, advertising is a communication model that develops alongside technology, both spoken and written. Progress helps us interact with one another in many ways. Second, in linguistic analysis, digital media advertisements in transactional discourse are conveyed by advertisers to audiences due to pressure. Third, advertising is compact and persuasive, unlike the language commonly used in everyday life.

It is hoped that the language used in advertisements can be easily understood by consumers and can attract them to the products being marketed. Ads are deliberately made in various attractive styles without compromising the accuracy of the information and the superiority of the product. The essence of the advertising language is the persuasive element that aims to influence other people to use the advertised product or service. Therefore, advertising uses a language style to attract consumers, and one of the styles is the use of persuasive techniques. Advertising is a medium for distributing information to many audiences. Advertising is a persuasive tool to invite people to use the advertised product through the language style that is conveyed in the advertisement.

Advertisers target many parties in marketing their products to the public in terms of the language and form of the advertisement. Advertising can change the image or view of the people towards these products (Pujiyanto, 2013). In advertisements often seen or heard from various media, electronic media such as radio, social media, or print media such as magazines, flyers, brochures, or

newspapers, there will be something interesting from the words or word order in the advertisements. Words that make us think of a specific product when we hear or read the word in the advertisement. Advertising is a medium designed to distribute news about a product to the broader community. Ads that have a high persuasive level can encourage people to use the advertised product. Advertising is made to influence the mindset and behavior of people to the advertised product. The attractiveness of an advertisement is built to make people remember the advertisement and then buy the advertised product (Afifuddin & Ahmad, 2012).

Companies that make products need media to disseminate their products to be known by the wider community. Advertising is the most used medium because many companies use advertising to achieve this goal. Advertising is a suitable communication method to help companies do marketing of their products (Harold W. Berkman, 1986). To make good advertisements, companies must make the best advertisements with persuasive techniques and language that consumers can easily understand.

The language used in advertising is a language that aims to persuade people to buy the advertised product (Asher & Simpson, 1994). Advertising uses persuasive language to attract consumers. Advertisers must know persuasive techniques and language that are good and appropriate for a product and make consumers confident about the product. There is always a persuasive element in every language used in an advertisement to attract people and influence them, and in the end, they buy the product advertised. That is why



persuasive techniques are needed in an advertisement.

The smartphone brand is one of the brands with a high sales rate. This is in line with the high level of smartphone use in the current technological era. Almost everyone uses a smartphone. Advertising is one way for smartphone product brands to attract consumers to use the products they make. In terms of language and persuasive techniques used by advertisements, it can cause consumers interested in these smartphone products. Initially, the product did not attract consumers, but if it were packaged with reasonable and persuasive advertisements, consumers would change their minds and eventually buy the smartphone product.

This research focuses on advertisements on smartphone products manufactured by Samsung. Samsung smartphone products were chosen in this study because there are persuasive techniques that are interesting to examine in their advertisements. Researchers have surveyed persuasive techniques in advertising before undertaking further research.

The advertisement attracts consumers using an advertising style as well as an excellent persuasive technique. Currently, there are places to create advertisements such as newspapers, tv, the internet (Twitter, Facebook, blogs, websites, YouTube, and others), and radio. Companies will see which media are often used by the public and then make advertisements there. Nowadays, advertisements on digital platforms such as the internet and social media are perfect places to put advertisements there.

In this study, the authors use this object to analyze because the Samsung brand is everywhere, and it is effortless to find many Indonesians who use this smartphone. One of their marketing strategies is to use persuasive techniques to attract consumers. In Samsung smartphone advertisements, persuasive techniques are used to make the ad enjoyable to watch and attract consumer interest. This can help this research because there are persuasive techniques on the smartphone ad. Attractive advertisements using persuasive techniques can make consumers influenced by the persuasive words contained in the ad.

Persuasive advertising is always related to getting consumers' attention, creating buzz, stimulating consumers to buy the advertised product, growing desire, and creating reasons to buy the product (O'Shaughnessy & O'Shaughnessy, 2003). The previous studies about persuasive techniques that the researcher reads first from Trisnasari that analyzed The persuasion techniques in Mercedes Benz advertisement. It is found that most copies of magazine ads meet the conditions outlined in good ad writing rules, including customer invitations, product brands, product names, and ideas (Trisnasari, 2015).

Other researchers have explored the use of persuasive techniques in advertising. Hasanah analyzed persuasive techniques used by travel agents online “*traveloka*” advertisements on YouTube (Hasanah, 2019). Hasanah using Gorys Keraf and Aristotle's theory to support her research. Based on her analysis, it was found that Traveloka advertiser using some techniques of persuasive in their commercial. They are rationalization, identification, hypnotic, conformity, compensation, projection, displacement. Besides, when

using the persuasive technique, advertisers use a variety of methods to persuade people, such as (1) personal character, (2) the ability to control consumer emotions, and (3) Logical meaning. Advertisers also use some appeals to support persuasive behavior, such as Personal character appeal and emotional appeal.

Rizka (2016) analyzed persuasive techniques used in Nike advertisements. Rizka used Gorys Keraf's theory to studied types of persuasive techniques. Based on her analysis, she found that some persuasive techniques in her research. It is rationalization, identification, suggestion, compensation, displacement, conformity, projection. This study also focused on how the strategies of persuasive techniques are used in the Nike advertisement. The researcher expects the research that she made to give more information and examples, incredibly persuasive. Also, she hopes that people will understand how to make good persuasive advertisements on the internet, specifically on YouTube.

Sari analyzed the persuasive techniques used in the advertisement on Instagram (Sari, 2018). Sari used Gorys Keraf's theory to analyzed types of persuasive techniques. There are five types of persuasive techniques found in this study. It is rationalization, suggestion, conformity, identification, and compensation. Chris Brogan Defining social media as communication tools that allow interactions that ordinary people could not use before (Brogan, 2010). Social media can be an application or a web on the internet that enables users to share or create content on social networks. *Instagram* is one social media that

many advertisers sell and their products because nowadays, people love being on social media. In her studies, there are (30%) rationalization, (20%) suggestion, (20%) conformity, (10%) identification, and (20%) compensation.

The difference between this research and previous research is:

1. The subject of this research is Samsung Galaxy smartphones. Samsung is a company known as a technology company worldwide.
2. This study aims to discover the types of persuasive techniques by Lindstorm's theory.
3. In this study, Aristotle's theory is used to find how persuasive technique is applied in the Samsung Galaxy smartphones' advertisement.

Those theories help the researcher get an understanding of Samsung Galaxy smartphones advertisement on YouTube.

## **1.2 Statement Of Problem**

Based on the background of the problem above, the researcher is interested in analyzing the application of good techniques in this advertisement from a persuasive perspective using Martin Lindstorm's theory and also how to apply it using Aristotle's theory. This theory, according to researchers, can make it easier to find out the techniques applied to the advertisement.

### **1.3 Research Question**

As already said in the background of the research, the researcher is interested in analyzing the problems; the problem is explained below:

1. What are the types of persuasive techniques used by Samsung Galaxy smartphones advertisement on YouTube?
2. How are the way persuasive techniques applied in Samsung Galaxy smartphones advertisement on YouTube?

### **1.4 Research Purposes**

Based on the research question, the research is aimed at:

1. To identify the type of persuasive techniques used by Samsung Galaxy smartphones advertisement on YouTube.
2. To know the way persuasive techniques are applied in Samsung Galaxy smartphones advertisement on YouTube.

### **1.5 Research Significance**

Based on this study's research questions, the authors hope to make a theoretical and practical contribution. Hypothetically, this study should be helpful in science, especially advertisement on YouTube.

#### **1. Theoretical Significant**

This research using theory by Martin Lindstrom and Aristotle about persuasive techniques and the way it applied.

#### **2. Practical Significant**

Practically, this research helps people who want to promote their products through persuasive techniques explained by experts. Therefore, they can promote the products in a good way and more attractively.

## 1.6 Research Scope

The researcher described the persuasive techniques used in Samsung Galaxy smartphone commercials on YouTube. The researcher found that certain aspects can be analyzed, but this is limited in this study. The researcher intends to describe why the persuasive techniques in advertisements of Samsung Galaxy smartphones are mainly used and find out the way persuasive techniques are applied in advertisements of Samsung Galaxy Smartphones.

