

CHAPTER I

INTRODUCTION

This chapter contains the research background, statement of problem, research objectives, research significances, and definition of key terms.

1.1 Research Background

In the age of globalization, the media plays a critical role in spreading news and information to the public. Today's media encompasses a wide range of industries and products. After all, the word media is a Latin plural form of the singular medium, which refers to an intermediary substance that allows something to be sent or transmitted. Television, newspapers, music, movies, magazines, books, billboards, radio, broadcast satellites, and the internet are all examples of the media, and they are all capable of producing either good or bad products, depending on society's worst desires, prejudices, and stereotypes (Campbell et al., 2019, p. 84). It has the power to shape public opinion as a transmitter of information and can be viewed as a factor that influences change processes. The media's content is used as a symbolic form. The meaning of the content for the audiences will be affected by the collaboration between words and pictures, which covers all types of information. From a handwritten sign to an international news network, mass media encompasses all types of information delivered to large groups of people. There is no standard for how large an audience must be before communication is considered "mass."

Printed media, electronic media, and online media are the three categories of mass media. Newspapers, magazines, and tabloids are examples of printed media that are published daily, weekly, or monthly. Radio, television, video, and film are examples of electronic mass media. Cybermedia and websites are examples of online media. The mass media comes in a variety of ways, one of which is advertisement. A persuasive communication aiming at persuading the public, in this case, a customer or prospective consumer, to utilize a product, be it a product in the form of goods or services, is known as advertisement. At their best, in all their various forms, media try to help us understand the events that affect us through advertisement (Campbell et al., 2019, p. 74).

Advertisement is an online media people find it easy to gather information whether it is for entertainment, news, etc. and it is one of the most important aspects of a business. It helps a company grow by promoting products. This is also an intriguing language challenge to investigate. Advertisement is a type of communication used to fill marketing roles (Pika, 2017, p. 1). Social media, marketplace platforms, films, booklets, and brochures are just some of the ways to sell a product. The advertisement's unique content draws a large number of clients, allowing the corporation to achieve its aim. An advertiser must have a strategy and a strong idea to create good content of advertisement. The proper usage of language is considered to be an effective approach of advertisement.

Advertisement normally seeks to persuade the audience to do something in accordance with the speaker's wishes. As a result, words in advertisement are invariably linked to persuasive statements. The goal of persuasion is to achieve a

goal; in this case, the goal is to persuade the listener to purchase the products. Speech can have a stronger persuasive influence than writing (Dewi, 2019, p. 101). The term "persuasive" refers to the ability to convince or influence the listener. The use of persuasive language in the right combination might entice the audience to use the product or service being given. Because advertisements are designed to persuade clients to purchase a product, this object is linked to persuasive theory.

The chosen commercial ads from global brands in this research are commercial ads that try to persuade or invite the audience. The utterances from advertisements will be analyzed using an illocutionary act, which is a type of speech act. The persuasive utterances in the commercial ads will be analyzed using Steeven A. Beebe and Susan J. Beebe's (2012) persuasive strategies theory afterward. The idea boosts credibility, uses emotion to convince, and employs logic and evidence, each of which has its own meaning, to identify persuasive sentences as a strategy.

According to Jibreen (2018), the relationship between persuasion and illocutionary act is that persuasion sends an implicit message to people to persuade the mind to do what the speaker says. As a result, this is a reciprocal process; both participants' actions can impact the persuasion process. Persuasion is usually accomplished through reciprocal speech acts. Persuasive utterances serve more than just as directive speech acts; they also fall into the following categories: representative, commissive, expressive, and declarative, implying that persuasive strategies can be used in illocutionary utterances (Jibreen & Al-Janabi, 2018, p. 30).

The commercial ads chosen in this research are from eight global brands and they use the English language, combine visual elements to make them more attractive, and they are the latest data taken from MMA Global. The brands are involved in the top 15 brands in the world based on the MMA SMARTIES Business Impact Index. The MMA SMARTIES Business Impact Index (the "Index") evaluates the top brands, agencies, holding companies, and IT enablers in the marketing industry who are delivering the most significant business impact through modern marketing campaigns throughout the world. To measure business impact, a proprietary approach developed in partnership with WARC - the global authority on advertising and media effectiveness – is employed. Awards Points are granted to winning and finalist campaigns by an impartial jury of brand and agency professionals from each SMARTIES competition internationally and regionally to calculate Campaign Scores: Gold – 6 points, Silver – 4 points, Bronze – 2 points, Mobile Booster – 1.5 points, Finalist – 1 point, Global Best in Show – 10 points, Regional Best in Show – 10 points, Gold – 6 points, Silver – 4 points, Bronze – 2 points, Mobile Booster – 1.5 points, Finalist – 1 point. The number of Awards Points a single campaign can win for a given region is set at 10 because the regional SMARTIES Awards vary in size, with some regions awarding more individual prizes than others. However, because the global competition is the most rigorous, Awards Points for a campaign win at the SMARTIES Awards Global competition are exempt from the cap. The top 15 of the best brands are used as the object of this research. The brands are McDonald as the number 2 brand ranking with 233.2 points, Lifebuoy as the number 3 ranking with 185.7 points, Nescafe as the number

5 ranking with 160.5 points, Google as the number 7 ranking with 130.8 points, Pepsi as the number 10 ranking with 109.9 points, Clear as the number 12 ranking with 104.9 points, Nike as the number 13 ranking with 100 points, and Rexona as the number 15 ranking with 98.1 points.

There is three previous research used in this research. The first is from the research of Firmansyah and E. Kuntjara, who looked at "Persuasive Strategies Used by Agung Sedayu Group in The Infomercial, Metro TV" (Firmansyah, 2017). The research subject is the Agung Sedayu Group, Indonesia's largest property developer. The study relied on Beebe's (2012) persuasive techniques theory, which included building credibility, utilizing reasoning and facts, and using emotion to convince. Firmansyah and E. Kuntjara employed Holmes's (2001) theory for social aspects in the research as an additional and supporting theory. The author employed a combination of qualitative and quantitative methodologies in her research. Using emotion to persuade is the most common persuasive strategy in the object, accounting for nearly 31.8 percent of the total data. The team used voice data from Agung Sedayu Group Infomercial hosts Feni and Yeyen. In the speech, they use three components of Beebe's theory: Enhancing Your Credibility; Competence, Trustworthiness, and Using Logic and Evidence; Inductive Reasoning, Deductive Reasoning, and Using Emotion Persuade; Use Concrete Examples to Help Your Audience Visualize What You Describe, and Use Emotion-Arousing Words The host's speech was also incorporated in the second data. Evelina and Arifin are the Agung Sedayu Group's Representative Team in its Infomercial, which had the same outcome as the first data speech.

The second is from Fauzan, who looked at "Persuasive Strategies Used in Cigarette Advertisement Slogans" (Fauzan, 2013). It was discovered that persuasive strategies are commonly used in cigarette advertisements. According to Aristotle's theory, there are three ways to persuade an audience: Ethos (the speaker's nature and credibility), Pathos (the speaker's ability to control emotion), and Logos (the speaker's argument or facts). In the evaluated tobacco commercial tagline, the research uses those three ways. There are 13 slogan data from a cigarette advertisement, four Ethos data, four Phatos data, and five Logos data. The study also looks at the persuasive methods employed in the phrase, the Ethos strategy utilized by advertisements, and demonstrates a thorough understanding of the setting. In cigarette advertisements, the Phatos strategy is used to an create effect and control the emotions of audience targets. The persuasive methods in this advertisement use logos to convey that the company has a logical reason or truth about its items. As a result of these strategies, advertisements can attract more customers.

The third research is Dewi Anjani Purba's research, "Persuasive Strategies In Woman Cosmetics Advertisement Of Skin Whitening Product On Television Commercial," looked at "Persuasive Strategies In Woman Cosmetics Advertisement Of Skin Whitening Product On Television Commercial" (PURBA, 2017). The research used Aristotle's theory for persuasive methods and used advertisement as the object, just like the prior study. The method is qualitative descriptive, which analyzes data by describing and explaining it using Aristotle's persuasive strategies (1854). There are 50 data points from various cosmetics

brands, particularly in the area of skin whitening goods, obtained from the brands' official websites, YouTube videos, and television advertisements. As a consequence, 32 data points were classified as Ethos, 12 as Phatos, and 6 as Logos. The majority of advertisements studied using Aristotle's theory are Ethos categorized, which is because the most effective strategies to attract more customers are Ethos categorized.

1.2 Statement of Problems

This research investigates the persuasive strategies used in global brand advertisements. The speaker in the advertisement uses illocutionary act to express their words in a variety of contexts and manners. Additionally, the persuasive strategies used in the illocutionary acts might influence how the audience interprets the speaker's words. Following are some questions that have been made based on the problem statement above:

1. What are the types of illocutionary acts in the advertisements of global brands?
2. How are persuasive strategies constructed from illocutionary acts?

1.3 Research Objectives

The research's goal is to simply respond to the problem that was previously presented. As it is stated:

1. To find the types of illocutionary acts in persuasive strategies in the advertisements of global brands.
2. To find persuasive strategies used by the advertisers in their advertisements.

1.4 Research Significance

Theoretically, this research can help with identifying persuasive strategies, illocutionary acts in advertisements, and other persuasive strategy-related topics.

Practically, to build a good relationship, English literature students expect to comprehend the persuasive strategies of illocutionary act. For English-speaking communities, illocutionary acts persuasive strategies can be used to facilitate interaction. For another researcher, this current research will serve as a reference and comparison study for those interested in the study of illocutionary act persuasive strategies.



1.5 Definition of Key Terms

To clarify the key terms used in this study, some definitions are put forward:

Persuasive strategies: An action plan of the process of adapting ideas to people and people to ideas (Beebe & Beebe, 2018, p. 264).

Advertisement: Dominick (2013) has defined advertisement as "any form of non-personal presentation and promotion of ideas, goods, and services that are usually paid for by an identified sponsor."

Global brands: Brands with a high degree of similarity across countries with respect to brand identity, position, advertising strategy, personality, product, packaging and look and feel (Aaker & Joachimsthaler, 2000). According to Hankins and Cowking (Jan & Khan, 2014), the global brand, “offers consumers across the world, a consistent (i.e., standardized) proposition and the same product formation.” Several definitions of the global brand suggest that while academics consider the term "global brand" to imply a standardized product/branding approach, practitioners are more interested in the global availability of the brand/product (Jan & Khan, 2014).

