Persuasive Language Used in The Advertisements of Frankie Magazine

Darvolusius Nggara[1], I G. A. Sri Rwa Jayantini[2], Komang Dian Puspita Candra [3]
Mahasaraswati Denpasar University, Jalan Kamboja No. 11A, Denpasar-Bali, Indonesia
Correspondence Email: darvolusius021297@gmail.com

Abstract

This study discusses the persuasive language used in the advertisements of Frankie magazine. Persuasive language is a language used for when someone wants to influence others people to do or believe something. The aim of this study is focused to analyse the types of persuasive technique found in advertisement of Frankie magazine. The data of this study was analysed in descriptive qualitative method. This study applied the theory based on the Keraf (2007) to analysing the types of persuasive technique. There are seven types of persuasive technique by Keraf (2007) namely: rationalization, identification, suggestion, conformity, compensation, displacement and projection. The result of this study found three persuasive techniques from the six advertisements of Frankie magazine, those are compensation technique, suggestion technique, identification technique. The most dominant types of persuasive technique were found in advertisements of Frankie magazine, they are; suggestion is 3 (50%) data and identification is 2 (33.3%) data. The lowest dominant data of compensation technique is 1 (16.6%) data. The used types of persuasive technique in advertisements of Frankie magazine is one of the technique to help communicates the message and the content in the advertisements to the reader.

Keywords: *persuasive language, advertisements, magazine*.

Abstrak

Dalam studi ini mendiskusikan tentang bahasa persuasi yang digunakan didalam iklan majalah Frankie. Bahasa persuasi adalah sebuah Bahasa yang digunakan ketika seseorang ingin mempengaruhi orang lain untuk melakukan sesuatu atau percaya dengan sesuatu. Tujuan dari penelitian ini untuk menganalisis jenis-jenis teknik kalimat persuasi yang ditemukan di iklan majalah Frankie. Dalam penelitian ini menggunakan metode deskriptif qualitative untuk menganalisis data. Teori Dari Keraf (2007) argumentasi dan narasi untuk menganalisis jenis - jenis teknik - teknik persuasi. Ada beberapa teknik – teknik pesuasi yaitu: rasionalisasi, identifikasi, sugesti, konformitas, kompensasi, pengantian dan proyeksi. Hasil dari penelitian ini di temukan tiga teknik – teknik persuasi dari enam pengiklanan majalah Frankie, yaitu: kompensasi, sugesti dan identifikasi. Tipe teknik persuasi yang sering ditemukan di iklan majalah Frankie, yaitu; sugesti 3 (50%) data dan identifikasi 2 (33.3%) data. Data kompensasi paling sedikit ditemukan yaitu 1(16.6%) data. Penggunaan tipe teknik persuasi di iklan majalah Frankie yaitu salah satu teknik untuk membantu pesan komunikasi dan isi iklan kepada pembaca.

Kata kunci: *bahasa persuasi, iklan, majalah*.

Introduction

Persuasive language is a language used for when someone wants to influence others people to do or believe something. It also encourages someone to agree with you and your opinion. Based on Keraf (2007), Pranowo (2020), (Wahyuningbyas, 2018), (Kurniawan, Thahar, & Asri, 2020) stated that persuasive is that contains an invitation or influences the someone or the reader to follow what the writer feels. While based on Liliweri (2011), Purwanti, Rizal and Rokhnmansyah (2018) stated that persuasion is communicate in order to unite different views in the context of making personal or group or organizational to attract consumer's attention and promote a product. Based on the opinions above, it can be concluded that persuasive is an essay that aims to influence the reader's feelings so that the reader is sure and believes about the contents of the essay and follows the wishes of the author.

Advertisement is a product that results from advertising activities (the goods or objects). So, advertisement is the product while the advertising is the process of activities starting from designing, creating and promoting advertisements to public, Kriyantono (2013). An advertisement must sell and make profit that is sustainable in the long term, Watono (2008). We can find many advertisements in society, such as written, digital and oral forms. The written advertisement can be found in magazines newspaper and other printed media. The digital form we can be found on television and radio.

Magazine is one of the print media whose manufacturing process is through printing (Hikmat, 2018). Magazine is publishing information which includes various articles, stories, pictures and advertisements. We know magazine have a function not only to disseminate information around the community but also to provide entertainment, both in textual and visual forms such as pictures.

In this study, the writer will review some of the previous studies. The previous research was analyzed the persuasive language. The first research was taken from an article entitled the persuasive technique types in Donald Trump's public speaking by (Risky 2019). The aim of these study focused on identifying the types of persuasive technique used in the Donald Trump's public speaking and finding and the persuasive technique that is most frequently used by him through qualitative content analysis. The result of this study found three types of persuasive technique, those types are logos, pathos and ethos.

The second study was taken from article entitled persuasive speech of Karni Liyas in the Indonesia layers club program by Edriana (2020). This research used qualitative research with descriptive method. The aims of this study to produce descriptive data in the form of Karni Lias' persuasive speech in the Indonesia layers club program. The results of this research found twenty assertive persuasive speeches,

fifty-five directive speeches, sixteen expressive speeches, five commissive and eight declarative speeches.

The third research from article entitled persuasion action strategies in Da'wah discourse on social media in the global communication era by (Kusmanto, 2021). This research used descriptive qualitative method and the aim in this study to identify the persuasion action strategies in da'wah discourse on social media of Instagram. The results of this study found eleven persuasion strategies, the eleven strategies include: the use of al-quart-an, directly persuasion, indirectly persuasion, persuasion using repetition, the used of stories, used of figurative speech, the used of hope, the used of analogy, the used of communication.

The another study conducted by Rudito (2020) entitled "Persuasive Strategies Used in Burger King's Instagram Post Caption". The aimed of this study is to find out the persuasive strategies that applied in burger king's Instagram caption and the most used strategy. This research used qualitative method. The result of this study is divided into two results, the first they are, anecdote, assonance, cliché, connotation, evidence, everyday language, hyperbola, imagery, inclusive language, pun, repetition, rhetorical question, and smile. The second the most used strategy is every day or colloquial language.

The last review was taken from Trisnasari (2015) entitled "persuasion techniques in marcedes-benz advertisements". The aimed of this study is to find the persuasion technique applied in Marcedes-benz advertisements published in magazines. This research used the descriptive qualitative method. The result of this study is show that the advertisements are mostly produced in the forms of picture and caption. Based on the images implied that the advertisements used 6 kinds of persuasion technique, they are: emotional security selling technique, reassurance of worth selling technique, creative outlets selling technique, love object selling technique, roots selling technique, status symbol selling technique.

Method

The data in this study were taken from advertisements of Frankie magazine with the link *https://www.frankie.com.au*. The advertisements were combination picture and caption. The used picture in this advertisement is to clarify the message in the advertisement. Picture is one of the components in advertisement whose existence can help clarify the message in the advertisement, Mulyana (2003). In this study focussed on analyzed the types of persuasive techniques. There were five Advertisements analyzed and this study used descriptive qualitative method to analyze the data. In this study the writer applied the theory by Keraf (2007) to analyzing the

data. Based on Keraf (2007) there are seven types of persuasive techniques, namely: rationalization, identification, suggestion, confirmation, compensation, displacement, and projection.

There are steps that applied to collect the data, the first reading the magazine from beginning to end to understand the content of the magazine. Second, take a note the transcript of documenting the data and identification the advertisements in the magazine. The last step is classifying the data based on types of persuasive technique based on Keraf (2007).

Result and Discussion

In this part, there were 6 data that can be categorized as the types of persuasive technique. From five advertisements and which found three persuasive techniques in advertisements of Frankie magazine based on the theories were proposed by Keraf (2007) they are: compensation, suggestion, identification. The types of persuasive technique can be seen in the table below.

Table 1: The Types of Persuasive Technique in Advertisements of Frankie Magazine.

Types of Persuasive Technique	Frequency	Percentages
Compensation	1	16.6%
Suggestion	3	50%
Identification	2	33.3%
Total	**6**	**100%**

Based on the theory proposed by Keraf (2007), there were 5 data of persuasive technique found in advertisements of Frankie magazine. The compensation technique as could be seen in the table above with frequency 1 times (16.6%), the suggestion technique with frequency 3 times (50%), and the identification technique with frequency 2 times (33.3%).

Compensation

Based on the Keraf (2007) compensation is an action from an effort to look for a substitute for something unacceptable circumstance. The search for substitute occurs because the original action or situation is already frustrating. The substitute that is

sought must be something that has not been involved or in the original thing or situation.

Keraf (2007:129-130)

Datum 1

Figure 1. Play Pouch
(https://www.frankie.com.au/article/play-pouch-545112)

Unfortunately for many parents, toy-inflicted foot wounds are an ever-present threat. It's a feeling the two Kates behind Play Pouch Australia knew too well, so, they decided to create a solution: a genius play mat that doubles as a toy bag.

Based on the data above is classified as compensation. It can be seen from the sentence "*so, they decided to create a solution*" as a substitute. It means the play pouch Australia found the substitute for children's toy, it because many parents, toy-inflicted foot wounds are an ever-present threat. The play pouch Australia make a changes the previous product to be better, which is make a children's toy mat that is multifunctional and it can use as a bag storing children's toy. So, after the play pouch Australia found the substitute for their product that will reduce the accident from children's toy. The substitute for this product it is very save and not dangerous for parents and children's.

Suggestion

Based on the Keraf (2007) suggestion is an attempt to persuade or influence other people to accept a certain believe without giving logical basis for believe in the person who wants to be influenced. In everyday life, suggestion is usually done with words and tone of voice. An interesting and convincing set of words, accompanied by a full, authoritative tone of voice, can enable a person to easily influence the audience he is talking to.

Keraf (2007:126-127)

Datum 2

Figure 2. Kester black x dawn tan
(https://www.frankie.com.au/article/kester-black-x-dawn-tan-542157)

Fancy making your bath time a bit brighter and colourful? The cosmetic queens over at Kester Black have just launched a snazzy new soap range, and they're teaming up with Aussie artists to pretty up the packaging.

Based on the data above is classified as suggestion. It can be seen from the sentence "*Fancy making your bath time a bit brighter and colourful*" as a suggestion. It means the advertisers use suggestion technique in this advertisements to promoting their product to the reader or customer. From the sentence "*making your bath time*" means one of the technique by the advertisers to influence the readers or customers by using suggestion technique. In this advertisements the advertisers introduce that if we using their products have their advantages. When the customers used their Kester black soap product, it will be brighter and more colorful and they explained that their product has launched a sweet new range of soaps.

Datum 3

Figure 3. Yalu natural perfumes

(https://www.frankie.com.au/article/yalu-natural-perfumes-547519)

Treat yourself to a spot of aromatherapy. Yalu makes lovely-smelling sprays and oils from natural ingredients like bergamot, rose, jasmine, clove and more, packing it all into colorful little bottles. While smelling good isn't exactly a priority when you're

self-isolating, treating yourself to a spot of aromatherapy might help to bring some cheer to your day.

The data above is classified as a suggestion technique. It can be seen from the sentence "*Treat yourself to a spot of aromatherapy*" as a suggestion. The sentence means that the advertiser suggests to the customer to used their product. The meaning from treat your self-based on data above is something influence to someone, which is invite the customers or peoples to know and used what do they offers. In this advertisements the advertisers introduce their products that Yalu makes lovely-smelling sprays and oils from natural ingredients like bergamot, rose, jasmine, clove and more, packing it all into colorful little bottles.

Datum 4

Figure 4. win $100 to spend on earthyard essential oils
(https://www.frankie.com.au/article/win-100-to-spend-on-earthyard-essential-oils-564926)

Win $100 to spend on earth yard essential oils. We've got two vouchers up for grabs. Essential oils don't just smell good and help your de-stress – they're pretty dang good for your skin, too (especially when it needs some extra love during the winter).

The data above is classified as a suggestion technique. It can be seen from the sentence *"win $100 to spend on earth yard essential oils"* classified as suggestion. From the sentence "win $100 to spend on earth yard essential oils" means that the advertisers giving suggestion to promote their product which is the advertisers provide two vouchers for grabs. The purpose of vouchers in this advertisement that to suggestion the customers to bought their product of essential oils. In this advertisement the advertisers explain their product that the essential oils product has good smell and help your de-stress – they're pretty dang good for your skin.

Identification

Based on the Keraf (2007) identification is a technique that the speaker must to know their target audience. In identification, persuasive tries to avoid situations of

conflict and hesitation and the speaker carefully analyses his presence and all the situation it faces. So the speaker easily identifies himself with the audience.

Keraf (2007:125)

Datum 5

Figure 5. Creatives editions

(https://www.frankie.com.au/article/how-we-got-there-creatives-edition-561926)

Join us as we chat to three of our favourite women creatives. Good news, pals! We're getting together with our friends at General Assembly to host a special chat as part of their 'Women at Work' series. If you're interested in hearing how this talented bunch got started in their respective fields and the myriad challenges of running a business.

Based on the data above, this advertisement classified as identification. It can be seen from the phrase "*women at work*" as a target audience. The meaning of women from these advertisements as a target audience or customers. So, the advertisers giving a good news and invite the participant, who want to join women creative event. The advertisers introduce the three favorite women creative. By used the identification in this advertisements the advertisers are easier to identify their target audience.

Datum 6

figure 6. yonder dog leashes
https://www.frankie.com.au/gallery/yonder-dog-leashes-559535

You can't stop a dog from bounding through puddles, but you can make your life easier by shelling out for a muck-resistant lead and collar.

Based on the data above is classified as identifications technique. It can be seen from the sentence "*you can't stop a dog from bounding through puddles*". The sentence means that the advertisers introduce and promoting one of the dog equipment that can save the dog from bounding through puddles or any dangerous were used Dog leashes. So, in this advertisement the identification shows in the word "*dog*" as an animal. As we know each human have favorite animals. So, in this advertisements the advertiser's recommendation their product or Dog leashes to the customers who have dogs or dog lovers. By used the identification in this advertisements the advertisers are very easy to get the customers.

Conclusion

In this study is focused in analyzing the types of persuasive techniques in advertisements of Frankie magazine. In this study used the theory based on the Keraf (2007) to analyzing the data. There are three types persuasive techniques proposed by Keraf (2007) were found in six advertisements of Frankie magazine, they are: compensation is 1 (16.6%) data, suggestion is 3 (50%) data and identification is 2 (33.3%) data.

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