

ANALYZING PERSUASIVE LANGUAGE IN LE MINERALE ADVERTISEMENT: FOCUS ON HEALTH AND FAMILY

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Abstract

This research aimed to conduct a comprehensive analysis of the persuasive language used in Le Minerale advertisement, with a special focus on increasing health and family values. This research explored understanding how persuasive linguistic strategies are used to influence audiences. The approach and theory were centered on discourse analysis in exploring persuasive language in the context of health-and family-oriented advertising. The research data were collected from Le Minerale advertisements broadcast on LeMinerale YouTube, especially from the advertisement “Komitmen Le Minerale untuk Sehatnya Keluarga”. Language analysis includes word choice, language style, rhetorical devices, and other persuasive language techniques and strategies in advertising. The research results revealed a spectrum of persuasive language strategies used in Le Minerale advertisements to convey the importance of health and family values. The finding involved word choices which included words that appeal emotional and words that has positive connotation; language style that included direct and personal, formal, and informative; rhetorical devices that involved repetition and enumeration; and the techniques and strategies of persuasive communication that found include association of the text and authority appealed and information richness and benefit that given. These findings explain how persuasive language is used to communicate health messages in the context of mineral water advertising, thereby influencing consumer perceptions and behavior, especially regarding family health.

Keywords – *persuasive language, advertisement, Le Minerale*

Introduction

In the world of advertising today, the way words persuade consumers is a big deal. It is what shapes what consumers think about products and guides their choices. This study provide the analysis of the ads of Le Minerale, a well-known bottled water brand. It provided a comprehensive explanation of the words the brand used to convince customers, especially when it comes to a talk about health and family. In a time where people care a lot about being healthy and having strong family connections, figuring out how ads use language becomes not just something for scholars to do, but a way to see how ads work in lives.

Le Minerale is a big name in the bottled water world, known for saying their water is pure and high quality. Although they are not the only choice out there but it is known that Le Mineral is ranked second among several brands of mineral water in Indonesia according to the Kurious survey of the Katadata Insight Center (KIC) related to the Brands of Mineral Water Most Consumed by Indonesian People in the Last Year (Januari 2023). Therefore, it was interested to study in how they talk to customers, persuade them, especially about making healthy choices and caring for families. This study was not just about looking at how ads look but really getting into the words they use. This study explored how Le Minerale

tells a convincing story about health and family, getting into what they know about what customers value and want.

Persuasive language is important to be known and applied in order to create meaningful and stunning advertisement. Romanova (2019: 55) stated that awareness of persuasive techniques improves the quality of advertising that affects the recipient's preferences and attitudes in a subtle way without limiting their freedom. Similar idea came from Pawlowski (1980: 55) that the persuasive function of language can, of course, be used for any purposes, not only for those we approve of. It is a tool—a tool for shaping people's attitudes—and, as such, is morally neutral. It is understood that in terms of advertising, especially on Le Minerale, persuasive language can shape people's attitudes and points of view towards the advertisement with the main aim of getting the attention of buyers.

The data were collected from Le Minerale's ads on YouTube, focusing on one powerful ad they made called "Komitmen Le Minerale untuk Sehatnya Keluarga". This study tried to examine and uncover the layers of persuasive language used by Le Minerale, therefore it can be seen how they effectively discuss health and family.

In a world full of ads trying to get customers attention, knowing how they try to persuade is important. This study was not only about breaking down ads but also about exploring how words and what they say connect to how customers act. The aim is to contribute something meaningful to the discussion of how advertisements utilize language to talk about health in the context of selling bottled water. It is about understanding how Le Minerale's words may be impacting what customers think and do, particularly when it comes to family's health.

Methods

This study used a qualitative research design. Qualitative research is suitable for capturing the nuances of language use and understanding the social practices inherent in advertising discourse. Discourse analysis is used as the main methodological approach. It is used to break down the layers of meaning embedded in language and to explore how persuasive strategies are constructed within the context of health- and family-oriented advertising. The research data consist of Le Minerale advertisement, with a special emphasis on the advertisement titled "Komitmen Le Minerale untuk Sehatnya Keluarga." The data were collected from Le Minerale's official YouTube channel. This advertisement was selected based on its relevance to the study's focus on health and family values. The chosen advertisement is expected to show the feature of persuasive language strategies related to health and family, in line with the research objectives. The way in collecting data involved intensive watching and listening and note taking method. The data that were collected were then analyzed in multi-step process of examining language use, rhetorical devices, and the construction of meaning within a given discourse by using discourse theory of Paltridge (2006) that supported by Keraf (2007) and Dainton (2004) on communication theory. In this study, language analysis involved word choice, language style, rhetorical devices, and other persuasive techniques used in advertising.

Finding and Discussion

Finding

The video of Le Minerale advertisement has 1 minute duration. It consists of caption and hashtag of the brand as can be read below:

Untuk penuhi harapan Ibu, Le Minerale melakukan ratusan eksplorasi ke berbagai pegunungan vulkanik.

Demi mendapatkan sumber mata air terbaik, yang setiap tetesnya mengandung mineral seimbang.

Le Minerale melalui proses multi-filtrasi dan pengecekan berlapis.

Lebih dari itu, Le Minerale hadirkan inovasi terbaru:

- Galonnya selalu baru
- Tutupnya kedap udara
- Bebas virus

Galonnya 100% bebas BPA. Artinya aman untuk anak dan keluarga.

Inilah komitmen Le Minerale untuk keamanan dan sehatnya keluarga.

*#LeMinerale #GalonLeMinerale #GalonLemin
 #LeMineraleDelivery*

This is the video transcript:

1. Character A: *Sebagai ibu aku ingin tahu Berasal dari mana air yang diminum buah hatiku. Apakah bersih? Apakah aman?*
2. Character B: *Untuk penuhi harapan ibu, Le minerale melakukan ratusan eksplorasi ke berbagai pegunungan vulkanik demi mendapatkan sumber mata air terbaik yang setiap tetesnya mengandung mineral seimbang. Le minerale melalui proses multi filtrasi dan pengecekan berlapis. Lebih dari itu, Le minerale hadirkan inovasi terbaru. Galonnya selalu baru tutupnya kedap udara dan bebas virus. Galonnya 100% bebas BPA. Artinya aman untuk anak dan keluarga. Inilah komitmen Le mineral untuk keamanan dan sehatnya keluarga.*



Picture 1. Le Mineral Advertisement Screenshots Collage

Discussion

The research finding from the data from Le Minerale advertisements “Komitmen Le Minerale untuk Sehatnya Keluarga” showed language analysis includes word choice, language style, rhetorical devices, and other persuasive techniques in advertising. The research results revealed a spectrum of persuasive language strategies used in Le Minerale advertisements to convey the importance of health and family values. Strategies include positive vocabulary and strategic repetition. Additionally, the ad cleverly utilizes emotional appeals and rhetorical devices to influence the audience. These findings explain how persuasive language is used to communicate health messages in the context of mineral water advertising, thereby influencing consumer perceptions and behavior, especially regarding family health.

1. Word Choice:

The word choice involves words that appeal emotional and words that has positive connotation.

a) Emotional Appeal:

- **“Ibu”** (mother): The use of the term “ibu” establishes an immediate emotional connection, appealing to the maternal instinct and the emotional bond between a mother and her child.
- **“Berharap”** (hope): The word “berharap” adds an emotional tone, expressing a mother's hope and expectation regarding the water her child drinks. It taps into the sentiment of caring for a loved one's well-being.
- **“Yang terbaik”** (the best) appeals to the emotional connection and desire to provide the best for their families. This word evoke a sense of care and commitment.
- **“Buah hatiku”** (my beloved): Referring to the child as “buah hatiku” (my beloved) is endearing and heightens the emotional impact, portraying the child as someone deeply cherished.

b) Positive Connotations:

- **“Berasal dari mana air yang diminum”** (where the water comes from): This phrase has positive inquiry. The phrase focuses on the positive aspect of being informed about the water source, suggesting a proactive and responsible approach to parenting.
- **“Bersih”** (clean): It is a positive connotation. The word “bersih” emphasizes cleanliness and purity, contributing to a positive connotation regarding the quality of the water.
- **“Aman”** (safe): It is a positive assurance. The term “aman” provides assurance of safety, contributing to a positive image of the water as a secure and reliable choice for families.
- **“Mengandung mineral seimbang”** (contains balanced minerals): This phrase sounds positive health association. The phrase emphasizes balanced minerals, creating a positive association with the health benefits of the water.
- **“Proses multi filtrasi”** (multi-filtration process): It has a positive technological implication. By describing the process as “multi-filtrasi” conveys a technologically advanced and thorough approach, positively framing the brand's commitment to quality.

- **“Inovasi terbaru”** (latest innovation): It tells positive innovation. The term **“inovasi terbaru”** highlights innovation, suggesting a forward-thinking and modern approach to water processing.
- **“Aman untuk anak dan keluarga”** (safe for children and family): It shows positive reassurance. This statement directly reassures the safety of the water for children and the entire family, using positive language to instill confidence.

2. Language Style:

The style of language that can be examined involved direct and personal, formal, and informative.

- **“Sebagai ibu aku ingin tahu Berasal dari mana air yang diminum buah hatiku. Apakah bersih? Apakah aman?”**

The language style is direct and personal, framing the concern from the perspective of a mother wanting to know about the origin and safety of the water consumed by her child. This personal touch adds authenticity.

- **“Untukenuhi harapan ibu, Le mineral melakukan ratusan eksplorasi ke berbagai pegunungan vulkanik demi mendapatkan sumber mata air terbaik yang setiap tetesnya mengandung mineral seimbang.”**

The language style maintains a formal tone, acknowledging and responding to the concerns raised by Character A. The mention of exploration in volcanic mountains adds a sense of adventure and dedication.

- **“Le mineral melalui proses multi filtrasi dan pengecekan berlapis. Lebih dari itu, Le mineral hadirkan inovasi terbaru. Galonnya selalu baru tutupnya kedap udara dan bebas virus. Galonnya 100% bebas BPA. Artinya aman untuk anak dan keluarga. Inilah komitmen Le mineral untuk keamanan dan sehatnya keluarga.”**

The language style remains informative but also introduces a sense of innovation and reliability. The repetition of **“Le mineral”** reinforces the brand identity.

3. Rhetorical Devices:

Rhetorical devices that can be found are repetition and enumeration.

a) Repetition:

The repetition of the brand name **“Le Minerale”** and related hashtags (**#LeMinerale, #GalonLeMinerale, #GalonLemin, #LeMineraleDelivery**), serves as a rhetorical device to reinforce brand identity and enhance visibility. The other words, such as **galonnya, aman, and keluarga** are also repeated. This encourages audience participation and engagement.

In addition, there are recurring themes and phrases that serve as a form of rhetorical repetition.

- **Repetition of Concerns:**

Character A expresses concerns about the water her child drinks, asking whether it is clean and safe.

Character B responds by addressing these concerns, highlighting the commitment of Le Minerale to address the mother's worries.

- **Repetition of Safety and Purity:**
Character B repeats the emphasis on safety and purity by mentioning Le Minerale's exploration efforts, ensuring the best water sources with balanced minerals.
The use of phrases like "mengandung mineral seimbang" (containing balanced minerals) and "100% bebas BPA" (100% free of BPA) emphasizes the safety and quality of the water.
 - **Repetition for Reinforcement:**
Character B reinforces the commitment to safety and health by repeating phrases like "aman untuk anak dan keluarga" (safe for children and the family).
The repetition serves to strengthen the message and reassure the audience about the brand's dedication to the well-being of the family.
 - **Repetition in Summarizing Commitment:**
The final sentence encapsulates the commitment by summarizing it as "Inilah komitmen Le mineral untuk keamanan dan sehatnya keluarga" (This is Le Minerale's commitment to the safety and health of the family).
The repetition in summarizing the commitment serves to leave a lasting impression on the audience regarding Le Minerale's core values.
- b) Enumeration: The enumeration of Le Minerale's efforts, including "**ratusan eksplorasi**" (hundreds of explorations) and the diverse range of hashtags, serves to emphasize the brand's thoroughness and multifaceted presence

4. Persuasive Language and Communication

This part involves the techniques that include association of the text and authority appealed and strategy of persuasive language that include information and benefit that given.

- a) Techniques:
- Association: The text associates Le Minerale with positive values such as providing the best for the family and undertaking extensive explorations. This creates a positive brand image by linking the product to desirable qualities.
 - Appeal to Authority: The mention of exploring various volcanic mountains positions Le Minerale as an authoritative and dedicated brand, reinforcing its commitment to sourcing the best water.
- b) Persuasive Strategy:
- Information: The text employs a combination of emotional appeal, positive language, narrative storytelling, and rhetorical devices to persuade the audience. By associating the brand with family values, commitment, and quality, Le Minerale aims to resonate with consumers and position itself as a trustworthy choice.
 - Benefit: Providing more specific details about the explorations and processing methods could strengthen the persuasive impact. Exploring additional emotional triggers or benefits associated with Le Minerale could enhance the overall effectiveness of the message.

Based on the finding above, the implications of the research findings related to persuasive language in the context of mineral water advertising can be highlighted as follow:

- a) Impact on Consumer Perceptions:
The statement highlights that persuasive language has a direct impact on consumer perceptions. The way health messages are crafted and conveyed through language shapes how consumers view the advertised mineral water product. Positive language and effective communication can contribute to a favorable perception of the product's health benefits.
- b) Influence on Consumer Behavior
The ultimate goal of persuasive language in advertising is to influence consumer behavior. By effectively communicating health messages, advertisers seek to motivate consumers to take specific actions, such as choosing the advertised mineral water. In this context, the statement suggests that persuasive language has the potential to influence consumers' decisions regarding which mineral water brand to purchase.
- c) Focus on Family Health:
The specific emphasis on “especially regarding family health” suggests that persuasive language in mineral water advertising is strategically directed toward promoting the idea that the product contributes to the health and well-being of families. This could involve messages that convey the purity, quality, and positive impact of the mineral water on the health of family members.

Conclusions

The research findings indicated that persuasive language plays a crucial role in how health messages are communicated through mineral water advertising. This suggests that the choice of words, tone or style, and overall linguistic strategies employed by advertisers can significantly influence how consumers perceive health-related messages. Several ideas regarding to the impact of the customer perceptions on health, consumer behaviors, and family health are ideas that can support persuasive language used in Le Mineral advertisement

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