PERSUASIVE LANGUAGE IN ADVERTISEMENT DISCOURSES (BUSINESS ADVERTORIAL ANALYSIS)

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The goal of this research is to determine the persuasive language in the business advertorial advertisements in online daily news which it has seen from persuasive language forms (included diction and expressions), persuasive techniques, and discourse structures. The design of the study is using a qualitative approach and used a content analysis study. The research findings indicate that persuasive language forms and persuasive techniques used to give profit, explain product competition, and establish product quality. Discourse structures in business advertorial advertisements have two major patterns, namely conventional and unconventional.

INTRODUCTION

Advertising discourse is one form of persuasive communication. Persuasive means to persuade or influence subtly to the other person. The right arrangement of persuasive language can attract the attention of the audience to use the product or service offered. Persuasion is part of a democratic process (Suhandang, 2016). The point is persuasion is a way of making logical decisions in an independent society. The use of persuasion is more meaningful and meaningful to change human behavior as desired than other actions. This is what causes the ad maker to be able to achieve the desired profit.

Processing words is one of the strategies of an advertisement so that it can attract the attention of readers and listeners (Widyanto, 2018). Attracting attention, in this case, affects the heart and mind of the reader and listener to do things as desired by the advertiser. To market the product, the use of language must certainly be understood by

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opponents. Because, through language, the intent in the mind can be channeled properly and its meaning can be clearly accepted by the opponent said. In this case, advertisers intend to give confidence, persuade, and influence readers and listeners so that they like, choose, to buy products offered by advertisers. Therefore, Fairclough said that advertising language is one form of social practice (Martutik, 2013).

Along with the times, the form of advertising is growing. One form of advertising that is now following the development of human civilization, namely advertorial. Advertorial is an advertisement that has a long physical form like news or article. Advertorial advertisements are dominated by the use of dominant language elements in delivering messages (Martutik, 2013). Based on the content of the message, advertorial can be classified into four types, including advertorial products, advertorial services, corporate advertising (corporate), and advertorial government. This study specializes in business type advertorials (products and services). This is because persuasive packaging in advertorial discourse is made in such a way that the reader seems to be reading a news story. Advertorial ads can be referred to as covert advertisements.

Advertising products offered are generally products that are often needed every day, such as food, medicine, clothing, and others. However, advertisers are now preparing various products as a solution to fulfill tertiary needs. This was inspired by advertisers from the changing lifestyles of a growing society, especially urban areas. These changes can be seen in aspects of technology, culture, industry, and others. Therefore, advertorial businesses tend to focus on target consumers who have a high involvement with the products advertised.

Media advertising delivery is increasingly developing following technological developments. The real manifestation of current technological developments in the existence of the internet. At present, the daily newspaper writer does not only present print advertorials, but also online through his official website. The internet also facilitates communication in advertising. First, the reach of the internet is very wide so that the distribution of advertising is also widespread and everyone can access it. Second, advertising features are more structured. Organizing topics on a website can make it easier for readers to choose the topic they want to read. Third, the merchandise sold varies, from primary, secondary, to tertiary goods.

Research on persuasion on advertorial is still a little done. The first research was titled Persuasion Technique in the Java Post (Advertorial) Article Advertisements in Surabaya (Nardiyana & Sri, 2009). The study focused on the types of persuasion techniques used in the Metropolis Weekend advertorial and their use. Similar research was also carried out by Naziah (2017) entitled Analysis of Critical Advertorial Discourse Apartments in Jawa Pos Daily Newspaper. This study tends to examine advertorial content and meaning using text analysis, social cognition analysis, and social analysis.

Business advertorial discourse is dominated by advertisers in the preparation of the language. Advertisers have full authority in regulating the use of language in terms of form, technique used, and structure of building discourse so that persuasion goals can be achieved. As such, the focus of this research relates to language forms, persuasion techniques, and discourse structures in the advertorial online business daily newspaper.

**METHOD**

Berdasarkan fokus penelitian yang telah disusun, analisis advertorial bisnis ini berjenis penelitian kualitatif. Hal ini disebabkan penelitian ini bersifat deskriptif, data penelitian berupa data tertulis dari wacana advertorial bisnis, dan peneliti sebagai
The form of persuasive language in business advertorial advertisements is identified based on two things, namely diction, and expression. Dictations contained in the advertorial advertisement of the business are related to profits, related to self-image, related to heart responses, are hyperbolic, are metaphorical, and are related to foreign terms. Whereas the phrase in advertorial adverts online daily newspaper business contains suggestions for prospective customers, demeaning other products, emphasizing self-confidence, emphasizing product competition, giving evidence of product trust, and expressions to invite action.

The technique used in advertorial advertisements is the online daily newspaper business to persuade readers to be divided into seven types of techniques. These techniques include (1) techniques of behavior mismatch, (2) gift techniques, (3) techniques without prizes, (4) empathy techniques, which are classified based on offering solutions directly and indirectly, (5) wrapping techniques, disclosures product positive image in the form of promises and testimonials, (6) dodging techniques, and (7) association techniques.

The discourse structure of online advertorial advertisement for the daily newspaper business can be identified based on the orderliness of its discourse, including conventional and unconventional. Business advertorial discourse is considered conventional if the structure forming the discourse is orderly, coherent, and arranged in a conventional manner, which consists of the main items (BU, main sub-item (SBU), advertising agency (B), and passive items (P). Unconventional advertorial advertisements online daily news business include (1) unconventional structures with main grain patterns (BU), advertising agencies (B), and passive grains (P), (2)
unconventional structures with main grain patterns (BU), sub-main item (SBU), and advertising agency (B), and (3) unconventional structure with main grain pattern (BU), main sub-item (SBU), passive (P), and advertising body (B).

DISCUSSION

Persuasive Language Forms

The form of language is an important thing to review the use of persuasive activities in writing. The use of persuasion language can be done by composing interesting words or sentences so as to attract consumer interest. Repetition of words or ideas is often used to strengthen the power of persuasion of a message (Grace in Dendrobium, 2016). This is done so that readers can remember the products offered so that persuasive goals can be achieved as desired by advertisers. Based on the results of the study, the form of language that can be reviewed in persuasive communication includes diction and expression.

Word Choice

The choice of words has the power to distinguish the meaning of ideas initiated and has the power to create forms that are in harmony with a situation (Keraf, 2004). In persuasive communication, advertisers choose words that have the ability to give suggestions to readers so that the goal of persuasion can be achieved. Giving suggestions is done by utilizing words that contain profits (profits), especially financial benefits. For example, Nissan product advertisements that benefit prospective customers by providing free service and spare parts. Focusing on the choice of words related to profit is carried out as a form of advertisers in attracting consumers' attention, considering that consumers are very interested in everything that can benefit them.

Advertisers utilize the choice of words that have the ability to build a self-image for their products. For example, the word luxury, premium, exclusive, elegant, and others. Product self-disclosure is used by advertisers to influence the lifestyle and self-esteem of its users. Advertisers suggest that the product can improve consumer social class. Insertion of word choices related to self-image is important to be carried out by advertisers who target upper-class people as product targets. This is because consumers also consider product quality in their social position. The introduction of a product’s self-image needs to be included in a business advertorial, considering the product advertised as a tertiary level item and intended for consumers who have high involvement.

Disclosure of product superiority is an important component in persuading prospective customers. It is not only a sensory response but also involves feeling. The attraction that is very entertaining, vibrant, and/or encouraging, influences the emotions of consumers and places them in a favorable frame of mind (Haris Munandar; LEE, 2007). Product superiority must also be related to the experience that consumers will feel when using the product. Such choice of words has meaning related to heart responses. Examples of words are comfortable, fun, unique, and others. The involvement of important feelings expressed by advertisers. It is used as a manifestation of advertisers' actions in creating products that can spoil consumers.

The use of high connotation word choices can also be found in business advertorial discourses, both hyperbolic and metaphorical. This is done to enhance the impression of the greatness of the product being promoted. Submission of ideas will be more interesting when using unique words rather than using ordinary words (Widyanto, 2018). For example, advertisements for Acer Predator Helios 300 laptops. Advertisers state that the fan blades on the laptop are the thinnest feature in the world.
Advertisers confidently introduce to consumers that the features of their products are the thinnest so consumers cannot meet other products with similar features. The use of exaggerated word choices adds to the impression that superiority is worthy of recognition.

Insertion of foreign terms is also often found in business advertorial discourses. There are two factors that influence it. First, a foreign term is used because there is no word equivalent in Indonesian. For example the word Youtuber and instgramable. Second, foreign terms are used to add a 'wow' impression to the product. This is done by advertisers considering the majority of products advertised on advertorial businesses are tertiary goods and target consumers who have high involvement. Foreign languages, especially English, are considered more prestigious and have prestige (Naziah, 2017).

Examples of words are homey, hi-tech, handheld, and others.

Expression

Persuasive expressions are groups of words used to give confidence to prospective consumers to act according to the wishes of advertisers. The use of persuasive expressions in the discourse of advertising can lead to trust in prospective customers regarding the products offered.

Advertising is essentially an activity of doing business by colliding ideas. Creativity is very necessary in order to create the right advertorial discourse. One characteristic of advertising creativity is being able to solve problems experienced by consumers. An advertisement is created with the aim that the reader is interested in using the product offered. This triggered the emergence of competition between advertisers in favoring their products. The majority of advertisers use positive product image expressions with confidence. For example, in the Rodenstock advertisement that proves his willingness to create individual glasses. The expression of confidence is proof of the advertiser's ability to ease the burden on consumers.

Business competition can be done by revealing product advantages in certain aspects (product distinctiveness). For example, on product advertisements LTO (Laser Touch One) that highlight the practicality of the application of the product. In business advertorials, sometimes supporting expressions are found as proof of product excellence. The evidence listed is in the form of products that have passed the testing of the parties concerned and evidence of advertiser cooperation with a trusted institution. The evidence is included to minimize readers' doubts about product excellence. In LTO product advertisements, advertisers also added that the product had passed the FDA-certified OTC test and the Ministry of Health of the Republic of Indonesia. The evidence adds positive value to the reader that the product can be trusted and accounted for its greatness. Products produced from the trial process are a product advantage that can be scientifically accounted for (Martutik, 2013).

Forms of competition in business advertorials can be known by expressions that demean other products. For example, the advertising services of the Sentul Sampoerna Academy educational institution. Because the institution is equipped with various supporting facilities in learning, advertisers seem to demean other educational institutions that Sampoerna Academy is a different school. The degrading expression of other products can be done but must be within reasonable limits and not attack frontally so that it does not violate advertising ethics.

Advertisers certainly include expressions that contain an invitation for readers to use the product. The majority of the expressions are found in the closing section of the discourse with instructions on how to respond. This is done so that readers do not need to hesitate and immediately make decisions in purchasing products. In addition, the
emergence of changes in attitude from the reader is the main goal in writing advertisements. The invitation phrase can be in the form of... *what are you waiting for ...*, *get it soon ...* and more.

**Persuasion Technique**

Persuasion techniques are used to achieve a number of changes, such as changing knowledge, changing attitudes, and changing behavior (Kuspriyono & Harmoko, 2017). Persuasion technique is an advertiser’s strategy to achieve persuasion targets. The target is obtained by identifying deviations in attitudes and understandings made by the audience. This is because remembering human attitudes are relatively changing. Changing consumer attitudes is certainly done by adjusting other attitudes on a large scale (Morrisan M.A, 2015).

Advertisers try to explain the arguments that evade the behavior of audiences with the aim of arising the desire to improve the quality of life by using the advertised products. For example, in Mr. advertisement Stain cleaning sponge. In the advertorial, advertisers explained that items that look visually clean are not necessarily clean. Advertisers try to make the reader aware that there is still a lot of microscopic dust or stains that are still attached to the objects around them. This kind of technique can be used to disrupt and divert the mind of the reader to immediately act according to the wishes of the advertiser, namely using Mr. Sponge to clean all kinds of things, especially home furniture.

In the advertising discourse, advertisers often offer gifts to attract readers. Because, prospective customers not only want to get a prize from the usefulness of the product, but prospective customers also want to benefit financially. Prizes are given to pampering potential customers. Financial benefits provided by advertisers include giving cashback, price discounts, price packages, bonuses, and others. While the benefits of using the product are expressed by giving an explanation of the benefits of the product to consumers.

Gift-giving is one of the advertiser’s techniques so that readers are lured into buying products. But implicitly, advertisers force readers to buy these products (Cahaya, 2017). Advertisers do not immediately give gifts to prospective buyers. Because advertisers always include terms and conditions so that buyers get the prize. Thus, buyers are competing to fulfill these prerequisites to pursue the prize that will be given by the advertiser. This is what makes advertisers benefit.

Offering products in the advertorial business is also done as a form of advertiser empathy to consumers. Advertisers need to familiarize themselves with the way consumers think, with the factors that motivate them, as well as the environment in which they live (Haris Munandar; LEE, 2007). Advertisers consider that the product offered as if providing the right solution to facilitate the lives of consumers. The expression of empathy can be done directly and indirectly. Indirect disclosure of empathy can be in the form of elaborating on the positive story of one consumer just before and after using the product. The involvement of positive consumer experiences can help advertisers to introduce their products to new consumers so that they can strengthen their advertorial image. This technique can be used to create an impression on the reader that advertisers have a high concern for the problems experienced by consumers.

Promise disclosure is one technique that is often used in persuasion activities. The culture of promises on advertising makes potential customers feel a strong imagination about the product being promoted (Cahaya, 2017). Advertisers give
promises that their products can provide convenience to consumers. It is used to improve the product’s positive image to the public. In addition to promises, positive imaging can be done by giving a product testimonial. By including testimonials from one of the consumers, advertisers can attract new consumers to be able to trust product excellence. Therefore, recognition is used to reduce the doubts of new consumers in deciding on product purchases.

Consumers have various factors that influence it in making product purchasing decisions, one of which is a reference group. Reference groups are groups that are considered as behavioral models in certain situations (Moriarty, Mitchell, Wells, & Moriarty, 2012). Reference groups, for example, religious groups, racial organizations, and others. Today, the reference group that dominates and is widely praised by consumers is the ranks of celebrities, both domestic and foreign. Consumers certainly have an interest in one of these groups so that the desire arises to resemble them. Prospective buyers will feel that by using the product, they seem to have closeness to the person or group that represents it (Sutherland, 2009).

Celebrity fame is a huge opportunity for advertisers to promote their products. Such persuasion techniques are called association techniques. For example, in Permata Mobile X, advertisers use celebrities, such as Dion Wiyoko, Nadya Mulya, Chelsea Islan, Ernest Prakasa, Hesti Purwadinata, Hamish Daud, and Duke Dolken to introduce the performance and benefits of Permata Mobile X products.

Discourse Structure

Discourse structure is one of the supporters in order to create effective persuasion communication. Discourse structures are arranged on the basis of meaning or semantics. A series of sentences are expressed as forming a discourse structure if it has an emotional relationship (meaning) between parts of one another (Mulyana; 2005).

Conventional Discourse Structure

The business advertorial is dominated by discourse that has a structure with a conventional arrangement. For example, on promo tickets for Garuda Indonesia flight tickets. These advertisements have a continuous meaning between their parts, which begins with the statement of tourism activities as of today's lifestyle which is then connected with cheaper airline ticket offers. Continuity must be created by advertisers so that readers can follow the flow of persuasive messages. Because, the effectiveness of an advertorial can also be reviewed through a focus point that is highlighted and prioritized (Moriarty et al., 2012). In addition to having continuity, the discourse structure is said to be conventional in terms of the completeness of the structure, which consists of the main items, main sub-items, advertising agencies, and passive items.

Unconventional Discourse Structure

Business advertorials also have structures that are unusual or unconventional. This is because there are irregularities in meaning between parts of one another. In addition, a discourse is stated to have an unconventional arrangement if the constituent elements of the discourse are incomplete. For example, an advertisement for Sunset Road Hotel. The advert begins with a statement that highlights the career profile of the hotel leader. Meaningful deviations in the discourse can be seen in the next section, advertisers switch from statements introducing profiles which are then followed by statements that describe the superiority of the hotel. This irregularity should be considered for advertisers so as not to confuse the mind of the reader so that persuasion goals can run smoothly.
CONCLUSION

Based on the results of the study, it can be concluded that advertorial business characteristics can be identified through the form of language, techniques, and structure of the building discourse. The form of persuasive language can be reviewed based on diction and the expressions it uses. In summary, the majority of diction and expressions used have meanings related to persuasion, including having advantages, having advantages, and upholding the positive image of the product. These jokes and expressions are one of the important components in diverting the reader's mind to believe in the greatness of the product. Persuasion techniques are designed so that readers are willing to accept the truth from advertisers that the product was created to ease the reader's constraints. This truth is expressed in the form of incompatibility of reader behavior, promises, testimonials, and others. The persuasion technique is used as an advertiser's strategy to arouse the attention of the reader so that he is captivated using the product being promoted. The position of the discourse structure in persuasive communication is used so that readers can follow the flow of messages contained in an advertorial.

This study produced four suggestions for related parties. For ad writers, the author of Kompas advertorial advertisement should not only highlight the persuasive side but also insert educative things. By reading advertisements that imply aspects of education, audiences can know and understand the imbalance between the arguments presented by advertisers and the behavior of readers so that interest arises in improving the quality of their lives. For readers, the results of this study can be used as insight in determining product purchases. This is because the results of this business advertorial research favor products that are promoted so that there is no product weakness. Readers need to be careful in considering the positive and negative side of the product so that later they will not experience loss and regret. For instructors of Indonesian Language, the results of this study can be used as insights in the creation of persuasive text learning media, such as ad text, slogans, posters, and others.

Variations in language forms, persuasion techniques, and discourse structures in this study can be used as guidelines in compiling persuasion texts, especially in learning to write ad text. Preparation of appropriate learning media can facilitate students in producing ad text in writing and provide an understanding of the application of persuasion activities in everyday life. For further researchers to further develop the discussion of the language of persuasion in the advertorial discourse. This is because remembering the use of language is increasingly developing in various communications, including persuasive communication. Deep language assessments can add to the vocabulary of the Indonesian language to minimize the use of foreign languages in everyday communication.

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