

**A DISCOURSE ANALYSIS ON THE PERSUASIVE TECHNIQUES USED IN ENGLISH
COURSE ADVERTISEMENTS AT INSTAGRAM**

A Thesis

Submitted as a Partial Fulfillment of the Requirements for S1-Degree

By

MUHAMAD CAHYO NUGROHO

NPM. 1911040406

Study Program : English Education

Advisor : Dewi Kurniawati, M.Pd.

Co-advisor : Irawansyah, M.Pd.



TARBIYAH AND TEACHER TRAINING FACULTY

RADEN INTAN STATE ISLAMIC UNIVERSITY

LAMPUNG

1445 H / 2024 M

ABSTRACT

The objective of this study was to investigate persuasive techniques used in English course advertisement at Instagram. Instagram is one of the most widely used social media nowadays. Most people use social network as a forum to communicate, both with family or friends, both near and far, social network is not only used as a communication tool, but can also be used as a tool to sell online.

This data uses descriptive qualitative research and Philip Kotler theory that explain about persuasive technique that used on advertisement. In Philip Kotler's theory there are 4 (four) techniques. There are attention, interest, desire and action. All of the data chosen from advertisement in Instagram described linguistically. The data collected from three English course Instagram account, namely English First, LIA Official and English Today. The data in this study are 12 (twelve) captured images and caption from three English course Instagram accounts.

From the data analysis, the result of this study showed that there are 4 (four) types of persuasive techniques. And the majority of techniques used in the advertisement at Instagram are attention and interest persuasive techniques because these techniques used more attractive the consumer to buy the product.

Keywords: Advertisement, Instagram, Persuasive Techniques.



DECLARATION

The researcher is a student with the following identity:

Name : Muhamad Cahyo Nugroho

Students' Number : 1911040406

This thesis, "A Discourse Analysis On The Persuasive Techniques Used In English Course Advertisement At Instagram" is completely my own work. I am fully aware that I had quoted some statements and ideas from various sources and all of which have been properly cited.

Bandar Lampung, 25 March 2024

Declared by



Muhamad Cahyo Nugroho
NPM. 1911040406



KEMENTERIAN AGAMA RI
UIN RADEN INTAN PROVINSI LAMPUNG
FAKULTAS TARBIYAH DAN KEGURUAN

Alamat : Jl. Endro Suratmin, Sukaratne, Bandar Lampung. Telp (0721)703260

APPROVAL LETTER

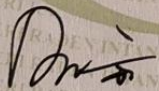
Title : **A Discourse Analysis On The Persuasive Techniques Used In English Course At Instagram**
Students' Name : **Muhamad Cahyo Nugroho**
Students' Number : **1911040406**
Department : **English Education**
Faculty : **Tarbiyah and Teacher Training**


has been **APPROVED**

to be defended at the Thesis Defense
of the faculty Tarbiyah and Teacher Training, Raden Intan State Islamic
University of Lampung

Supervisor

Co-Supervisor


Dewi Kurniawati, SS., M.Pd
NIP. 198006012006042047


Irawansyah, M.Pd
NIP. 198908152023211019

**The Chairperson of
English Education Study Program**


M. Ridho Kholid, S.S., M.Pd
NIP. 198505122015031004



KEMENTERIAN AGAMA RI
UIN RADEN INTAN PROVINSI LAMPUNG
FAKULTAS TARBİYAH DAN KEGURUAN

Alamat : Jl. Endro Suratmin, Sukarame, Bandar Lampung. Telp (0721)703260

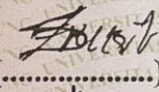
ADMISSION LETTER

The Following thesis entitled: **“A Discourse Analysis On the Persuasive Techniques Used In English Course At Instagram”**, written by **MUHAMAD CAHYO NUGROHO, NPM: 1911040406**, Department: **English Education**, has been successfully defended as Thesis Defense of the Faculty Tarbiyah and Teacher Training, Raden Intan State Islamic University, Lampung. The thesis defense was held on, **March 28, 2024**.

Board of Examiner:

Chairperson

Syofnidah Ifrianti, M.Pd



Secretary

Sri Suci Suryawati, M.Pd



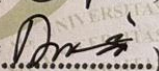
Main Examiner

Istiqomah Nur Rahmawati, M.Pd




1th Co-Examiner

Dewi Kurniawati, M.Pd

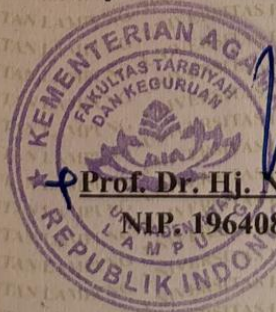


2th Co-Examiner

Irawansyah, M.Pd



The Dean
Tarbiyah and Teacher Training Faculty



Prof. Dr. Hj. Nirva Diana, M.Pd

NIP. 196408281988032002

MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا ۖ إِنَّ مَعَ الْعُسْرِ يُسْرًا ۖ

“So, surely with hardship comes ease. Surely with that hardship comes more ease.”

(Q.S. Al – Insyirah [94]: 5-6)¹



¹ <https://quran.nu.or.id/al-insyirah/5-6> Q.S Al-Insyirah [94] 5-6 retrieved on 14 february 2024.

DEDICATION

Praise and gratitude to Allah Subhanahu Wataalla for abundant blessing to me, and from my deep of heart and great love, this thesis is dedicated to:

1. My beloved parents Mr. Sardi (Alm) and Mrs. Sugiarti who always love me, support me, and pray for my success. I loved them very much
2. My beloved sister Eka Kurnia Wandari and Yulia Dwi Anggraini who always give me big love and big motivations.
3. My almamater UIN Raden Intan Lampung which has contributed a lot for my development.



CURICULUM VITAE

The researcher's name is Muhamad Cahyo Nugroho. He was born in Tanjung Karang on 05 Februari 2001. He is the last child of three children of happy couple, Mr. Sardi (Alm) and Mrs. Sugiarti. He has two sisters, Eka Kurnia Wandari and Yulia Dwi Anggraini.

The researcher started his study at SD Negeri 1 Palapa Bandar Lampung and graduated in 2013. He continued his study at SMP Negeri 23 Bandar Lampung. After graduating from Junior High School in 2016, he pursued at MAN 1 Bandar Lampung. He graduated from Senior High School in 2019. In the same year, he continued his study to UIN Raden Intan Lampung as an S1-Degree student of Tarbiyah and Teacher Training Faculty Majoring in English Education Study Program.

While studying at UIN Raden Intan Lampung, the researcher carried out community service program in 2022 in the Nusantara Permai sub-district, and served as the publication and documentation section. Activities that have been carried out include making dishwashing soap, participating in the Eid al-Adha committee and also environmental outreach to the community. And researcher have also carried out teacher college at the Muhammadiyah one elementary school in Bandar Lampung for 40 days.



ACKNOWLEDGEMENT

Alhamdulillah, praise be to Allah Subhanahu Wataalla, the Almighty God, the Most Merciful and the Most Beneficent, for blessing me with His mercy and guidance to finish this thesis. The peace and salutation are upon our prophet Muhammad SAW, with his family and followers. This thesis entitled “A Discourse Analysis On The Persuasive Techniques Used In English Course At Instagram” is submitted as a compulsory fulfillment of the requirements for Bachelor degree of English Education Study

Program at Tarbiyah and Teacher Training Faculty, State Islamic University (UIN) Raden Intan Lampung. When finishing this thesis, the researcher has obtained so much help, assistance, aid, support, and many valuable things from various sides. Therefore, the researcher would sincerely thank to:

1. Prof. Dr. Hj. Nirva Diana, M.Pd., the Dean of Tarbiyah and Teacher Training Faculty, UIN Raden Intan Lampung with her personnel who has given an opportunity and forbearance to the researcher when on going the study until the accomplishment of this thesis.
2. M. Ridho Kholid, S.S., M.Pd., the chairperson of English Education Study Program of UIN Raden Intan Lampung who patiently guided me until completion this thesis.
3. Dewi Kurniawati, M.Pd., as the great first advisor, who always patiently guided, helped, supervision especially in correcting and given countless time for the researcher to finish this thesis as well.
4. Irawansyah, M.Pd., as the great co-advisor, who has patiently guided and directed the researcher until the completion this thesis as well.
5. All lecturers and staff of English Education Department of UIN Raden Intan Lampung who have taught the researcher since the first of her study.
6. For all beloved friends of English Education Department especially E Class for the love, support and time we all have been through.

Finally, it has to be admitted that nobody is perfect and researcher is fully aware that there are still many weaknesses in this thesis. Therefore, the researcher sincerely welcomes criticisms and suggestions from the readers to enhance the quality of this thesis. Furthermore, the researcher expects that the thesis is useful for the researcher particularly and the reader generally, especially for those who are involved in English teaching profession.

Bandar Lampung, 25 March 2024
The Researcher,



Muhamad Cahyo Nugroho
NPM. 1911040406

TABLE OF CONTENTS

COVER	i
ABSTRACT.....	ii
DECLARATION.....	iii
APPROVAL LETTER.....	iv
ADMISSION LETTER.....	v
MOTTO	vi
DEDICATION.....	vii
CURICULUM VITAE.....	viii
ACKNOWLEDGEMENT	ix
TABLE OF CONTENTS.....	x
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	
A. Title Confirmation	1
B. Background of the Research	1
C. Focus and Sub Fokus of the Research.....	5
D. Research Question	5
E. Objective of the Research	5
F. Significant of the Research	5
G. Relevant Research.....	6
H. Research Method	8
1. Research Design	8
2. Data and Source Data	8
3. Data Collection Technique	9
4. Data Analysis Technique	9
5. Trustworthiness of the Data	9
CHAPTER II LITERATURE REVIEW	
A. Discourse Analysis	11
Definition of Discourse Analysis	11
B. Advertisement.....	13
1. Definition of Advertisement	13

2. Advertisement on Social Media	14
C. Persuasive	15
1. Definition of Persuasive.....	15
2. Techniques of Persuasive.....	16
3. Types of Persuasive	21
D. Sosial Media	22
E. Instagram	23
CHAPTER III DESCRIPTION OF THE RESEARCH OBJECT	
A. The General Description of The Object	27
B. Presentation of Fact Datas of Research Object	27
CHAPTER IV RESEARCH ANALYSIS	
A. Data Analysis.....	29
B. Discussion.....	46
CHAPTER V CONCLUSION AND RECOMMENDATION	
A. Conclusion	47
B. Recommendation	47
REFERENCES	48
APPENDICES	50



LIST OF TABLES

Table	Page
1. Types of Persuasive Techniques at English First Lampung	27
2. Types of Persuasive Techniques at LIA Official	28
3. Types of Persuasive Techniques at English Today Semarang	28



LIST OF FIGURES

Figure 1 Illustration “attention” of AIDA.....	18
Figure 2 Illustration “interest” of AIDA.....	18
Figure 3 Illustration “desire” of AIDA.....	19
Figure 4 Illustration “action” of AIDA.....	20
Figure 5 Conceptual Framework.....	26



LIST OF APPENDICES

Appendix 1 Instagram Account	50
Appendix 2 Captured Images and Captions in English Course Advertisement.....	52



CHAPTER I INTRODUCTION

A. Title Confirmation

The reason for affirming this title aims to avoid confusion and misunderstanding about the meaning of the title of this thesis. The author feels that he must emphasize the meaning of the title stated, "**A Discourse Analysis on Persuasive Techniques Used in English Course Advertisements at Instagram**". The analysis of discourse is the analysis of language in use. While some linguistics may concentrate on determining the formal properties of a language, the discourse analyst is committed to an investigation on what the language is used for.¹ Persuasive techniques are the methods or strategies that writers use to take a stance on an issue, convincing their readers to agree with a certain idea or opinion.²

Advertising is a marketing tactic that pays for space to promote a product, service, or thing. The actual advertising message is called an ad. The purpose of advertising is to reach and persuade the people most wouolding to pay for a company's products and services. Instagram is a photo and video sharing social networking service owned by American company Meta Platforms. The app allows users to upload media that can be edited with filters and sorted by hashtags and geotagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tag and location, view trending content such as photos, and follow other users to add their own content to their personal feeds.

According to the above definition, the title "A Discourse Analysis on Persuasive Techniques Used in Advertisement at Instagram" it aims to analyzing and find out the meaning and purpose of sentences containing persuasive elements contained in Instagram ad captions based on persuasive techniques. Persuasion techniques is very useful, but there are still many people who do not know this

¹ Brown, G. & Yule G, Discourse Analysis (Cambridge: Cambridge University Press, 1983), 1.

²Persuasive Techniques. <https://uk.indeed.com/career-advice/career-development/persuasive-techniques#:~:text=What%20are%20persuasive%20techniques%3F,a%20certain%20idea%20or%20opinion> on 17 January 2023

persuasion technique, so the researcher would like to share my knowledge of persuasion techniques that are often used for product promotion.

B. Background of the Research

Language is the most important part of communication, communicating with each other is a habit because humans are social creatures. With language, the reader can understand each other, so language is an important factor to communicate to each other a certain goal. Language can also be used to convince or seduce someone, known as persuasive sentences. A persuasive sentence itself is a sentence intended to persuade or entice using appropriate language so that the meaning it contains can be accepted by others. And the science of examining a speech or a sentence is called a discourse.

Discourse is a unit of language larger than a sentence, and which is firmly rooted in a specific context.¹ Grange advocates that they can be used in order to make the speech or written text coherent, consistent, easy to follow and understandable,"² in other definition "Discourse is the way in which language is used socially to convey broad historical meanings. It is language identified by the social conditions of its use, by who is using it and under what conditions. Language can never be 'neutral' because it bridges our personal and social worlds."³

In linguistic, discourse is language larger than sentence. The researcher could also interpret that discourse is an extension of the language wider than a sentence, or a coherent unit, such as an argument or narrative. According to Celce & Olshtain, "Discourse analysis is the study of language in use that extends beyond sentence boundaries." Discourse analysis is concerned with the study of the relationship between language and the contexts in which it is used.⁴ . Michel Foucault said that "discourse analysis is study language in use: written texts of all kinds, and spoken

¹ Halliday, Michael, Alexander Kirkwood & Ruqaiya Hasan (*Language, context, and text: Aspects of language in a social- semiotic perspective*. Oxford: Oxford University Press, 1990), 40.

² Granger, Sylviane (1996). From CA to CIA and Back: An Integrated Approach to Computerized Bilingual and Learner Corpora. In: Aijmer, Karin, Bengt Altenberg & Mats Johansson (eds.) (*Languages in Contrast*. Lund: Lund University Press, 1996), 80.

³ Henry, F & Tator, C, *Discourses of domination*, (Toronto: University of Toronto, 2002), 25.

⁴ Celce-Murcia, Marianne dan Olshtain, Elite, "Discourse and Context in Language Teaching: A Guide for Language Teachers", (Cambridge University Press, 2000), 4.

data, from conversation to highly institutionalized forms of talk.” Another definition mentioned that discourse analysis is a general term for several approaches to analyze written, spoken, signed language use or any significant semiotic event.⁵ Discourse analysis is the study of language that refers to the organization of language above clause, and therefore to study larger linguistic units, such as conversational exchange or written texts. It concerns to the how people use language in text and context. According to Abbas There are four types of discourse: expressive discourse, referential discourse, literary discourse and persuasive discourse.⁶ The analysis of discourse is the analysis of language in use. While some linguistics may concentrate on determining the formal properties of a language, the discourse analyst is committed to an investigation on what the language is used for.⁷ Another definition of speech analysis, given by Allen and Corder, considered that “discourse analysis is taken to be the investigation into the formal devices used to connect sentences together”.⁸

Persuasion is how you use behavioral strategies to get something done. It can also be defined as a person or group of people who use linguistic strategies to make an audience identify with that person or group is human communication aimed at.⁹ Language is the most important thing in communicating with others. That’s, when we speak to somebody, we require a language to communicate what we need to say as a implies of communication. Dialect as a shape of communication is considered a key component of persuasion techniques in written promoting, emphasizing meaning and function. From this we would conclude that influential language could be an instrument for persuading others. Keraf explained that persuasion is the verbal art of deliberately persuading the speaker to follow what he is saying in the moment or in the present tense.¹⁰ So the reason of persuasion is for the speaker to try to persuade

⁵ Foucault, Michael, “Power: The essential works of Michel Foucault”, (New York: New Press, 2000), 5.

⁶ Abbas, Syahrizal, “Manajemen Perguruan Tinggi”, (Jakarta: Kencana, 2008), 23.

⁷ Brown, Gillian dan George Yule, “Discourse Analysis”, (Cambridge: Cambridge University Press, 1983), 1.

⁸ Allen, J.L.P. and Corder, S.P., “Techniques in Applied Linguistics”, (Oxford: Oxford University Press, 1974), 200.

⁹ Simons, H. W., Morreale, J., & Gronbeck, B, “Persuasion in Society”, (London: Sage Publication, 2001), 7.

¹⁰ Keraf, Gorys, “Argumentasi dan Narasi” (Jakarta: Gramedia 2001), 118.

the consumer to do something without savagery or constraint. A persuader ought to be a trusted specialist to offer your product. A few promoters utilize popular performing artists to persuade individuals that their products are of superior quality. In short, from this belief individuals make the proper choices through their awareness.

The AIDA theory (Attention, Interest, Desire, and Action) is a message that must get attention, become interested, and take action. This theory conveys the quality of a good message.¹¹ According to Djatnika in his book *Marketing Communications*, AIDA theory is that making a purchase decision is a psychological process that goes through the consumer or buyer; the process begins with the stage of paying attention to goods or services, which, if it impresses him, would move on to the stage of interest. Interest to find out more about the features of the product or service if the intensity of interest. If a prospective customer is interested in a product or service and feels that it suits his taste, a desire would arise to take action, namely by buying the product or service.¹² From the definition above, it can be concluded that AIDA is an ideal message delivery tool for consumers through a stage consisting of attention, awareness, interest, desire, and taking action.

Advertising is any type of communication that conveys a message about a product to an audience and persuades them to act. Today, advertising can be found anywhere and anytime. For example, on social media, radio, television, newspapers, magazines, wall patches, trees, etc. Advertising is therefore part of human life.¹³ Spriegel, in Susanto, states that Advertising is all calculation activities directed at providing information or services that can be provided by advertisers.¹⁴ Advertising is becoming the most popular way to persuade people consume some products. White says: It is a competition, just a means of generating revenue".¹⁵ Researcher selects ads related to people's daily lives, everyone can see ads on the internet, TV, brochures, websites, matchbooks front page, newspaper, magazine, email, etc. I also

¹¹ Johar, Diah S. "Pengaruh Aida (Attention, Interest, Desire, Action) Terhadap Efektifitas Iklan Online (Survei Pada Pembeli Di Toko Online Adorable Project)", (2015), 2.

¹² Tjetjep Djatnika, *Teori Keputusan Pembelian*, Jakarta: Selemba Empat, (2006), 120.

¹³ Richards, Catharine M. Curran, "Business; Journal of Advertising", (2002), 63-64.

¹⁴ Susanto, "Komunikasi Dalam Teori dan Praktik. Jilid I" (Bandung: Binacipta, 1974), 118.

¹⁵ Whittier, L.C, "Creative Advertising" (New York: Herry Holt and Company Inc, 1988), 9.

hear advertisements on the radio we are at the supermarket it means that advertising seems to be all around us anytime and anywhere.¹⁶ Persuasion is the act of communicating in a way that persuades an audience. There are a few hypotheses that analyze influence methods within the promoting phenomenon. To create a reasonable, consider, analysts utilize the Kotler hypothesis. This describes a sort of persuasion method.

And in this day and age, most people use social network as a forum to communicate, both with family or friends, both near and far, social network is not only used as a communication tool. but can also be used as a tool to sell online. With social media, it would be easier for sellers to market their products. With social media, merchants have no difficulty in marketing their products and merchants also have no difficulty in finding buyers. In addition to making it easier for sellers to sell their products, social media can also be used as a tool to promote products for sale, and sellers can also communicate directly with potential buyers on the Internet. social network. Many of them sell their products on social networks, such as Instagram. Instagram is a visual content-based social network. The basic functions of Instagram are limited to photo/image and video content through which users can interact with other users, follow users, like content, comment on user-generated content use and share content on other social networks.

These features then become the potential for Instagram to become a digital marketing channel. An example of an Instagram account that uses Instagram as a tool to promote its products is English First Lampung. English First Lampung itself is an English learning organization that has a very effective learning method for students as evidenced by the fact that the Academy has so far established 79 branches in 35 different cities, which is also the reason why researcher create Instagram English First. account. especially English First Lampung for research materials. The reason the researcher chose English First Lampung as their research material is because English First Lampung Learning Institute is a learning organization that offers classes from children to teenagers. With this class grouping,

¹⁶ Weilbacher, William M, "Advertising (2nd Edition)" (New York: Macmillan Publishing Company, 1984), 3.

English First Lampung educational institution uses teaching methods that are easy to understand for children or young people, depending on their respective ages. In addition to the Instagram account of the English First Lampung educational institution, the researcher also used the account of the LIA educational institution. The educational institution LIA itself has been established since 1986. And the Instagram account of the educational institution that the researcher selected as a research document is English Today, specifically English Today Semarang. Today, use a more effective method of teaching English, commonly known as the reverse 80/20 method. This method supports students by giving them more speaking time and allows them to learn English in a more interactive way than other English training methods.

But the problem with promoting products using persuasive phrases on social media, especially Instagram, is that potential buyers misunderstand getting the message the seller wants, so there is often dissatisfaction with products promoted through Instagram ads. This can happen because shoppers lack the knowledge to absorb information with persuasive phrases in images or captions on Instagram product posts.

Indeed, sometimes the seller's intention through persuasive statements is a bit too exaggerated, it is a method or way of influencing the seller to make buyers interested in the product that the seller sells and they would eventually buy the product. there, this is also a way in persuasive sentences. And it is not uncommon for sellers to fail to promote their products, this is due to misunderstanding or lack of knowledge in using persuasive phraseology techniques in promoting products on social networks. festival. This has the impact of not making sales that were targeted by the merchant. Therefore, the researcher argues that many advertisers can convince consumers by posting images and captions on Instagram and how advertisers can attract consumers with their products because many consumers users don't understand the meaning of these images and captions, so in this thesis the researcher can explain the meaning of Instagram ad images and captions.

C. Focus and Sub-focus of the Research

Based on the background of the problem above, the researcher determines that:

1. Research Focus

To find out the types of persuasive technique based on the AIDA in the English course advertisement. The researcher used the advertisement as the object of the research. The researcher focused on the persuasive techniques that can persuade someone using the AIDA technique.

2. Research Sub-focus

Types of persuasive technique used in the English course advertisement at Instagram.

D. Research Questions

Based on the background and focus, and sub-focus, this research is conducted to identify:

What types of persuasive technique used in the English course advertisement at Instagram?

E. Objective of the Research

Based on the research question above, the objective to be achieved in this study:

To find out the types of persuasive techniques used in English course advertisement at Instagram.

F. Significance of the Research

In this part, there are some benefits of the research for English teacher, advertisers, consumers, and future researcher.

1. English Education Department

This research helps provide materials for the development of teaching materials for lecturers, in order to produce good and effective learning. And can help to increase knowledge about writing skill, persuasive and advertisement

meaning, it can be useful to persuade students to learn English by showing interest in them. With good and effective learning it would be useful for development and also quality value for the university and this would also have an impact on improving the quality of the university.

2. Teacher

This research may be useful for English teachers. Advertisements can be featured in educational materials. Because the advertisements themselves contain linguistics, teachers may be able to use the advertisements as English teaching materials for specific purposes related to analyzing the language of the advertisements. Teachers allow the use of language features and persuasive advertising techniques.

3. Student

The results of this study are expected to be a solution to the problem in overcoming the difficulties faced by students related to the problems of teaching literature at school, especially in the activity of knowing the meaning of a piece of writing. And the results of this research can help students understand the true meaning and purpose of advertising.

4. Future research

This study hopes that future studies can use this study as a guide. Especially for future researcher interested in linguistics research. And future researcher should apply interesting and good ideas to make their research better.

G. Relevant Research

Some researcher have done on persuasion techniques. One of them comes from Putri Riyanti. This study deals with discourse analysis in advertising campaigns. Researcher chose “An Analysis of Persuasive Language on Promotional Advertising Instagram at Yello Hotel Bandung” as the search title. The purpose of this study is to identify the motivational messages used in the Instagram promotional space of Yello Hotel Bandung. The problem with Instagram ads is that they do not show discounts when buying goods and services, even though they are highly relevant, and ads on Instagram do not contain much promotional messages to attract

people's attention. It is not. Since belief is a language, the author chose to analyze discourse. We would combine appropriate advertisements and phrases with the aim of attracting people and getting more customers to purchase the hotel's products and services, even if the advertisement does not attract many customers. The researcher think that persuasive speech is very important in advertising. Word of mouth is an important part of marketing any product or service. Because advertising is meaningless without supportive messages. In other words, if an ad does not deliver the message it supports, it seems pointless and harmless to the product. A qualitative method is used to describe the research. The author found 20 screenshots of @yellopaskal's Instagram posts based on the Bettinghouse theory that beliefs can influence how people think and act. A speaker-listener relationship in which the speaker seeks to influence the listener. On Instagram, @yellopaskal uses discounts to advertise and attract more customers.¹⁷

In another related study, Umi Lailatul, "Persuasive Analysis On Make Over Advertisement Instagram Caption", the paper describes the phenomenon of persuasion techniques used in Colors magazine. This discussion he splits into two topics. First, the types of persuasion techniques used in Colors magazine ads. Next, the function of each technique used in the Colors magazine advertisement. In this discussion, the authors use the theory of Larson. Larson suggests that persuasion techniques can be divided into two areas. Amplify and downplay. Strengthening techniques he falls into three categories. Repetition, association, composition. The ignoring techniques that follow he fall into three categories. Omissions, distractions, confusion. The authors used a descriptive qualitative approach in this study. The authors also want to better understand the types of persuasion techniques presented in Colors and how they work. The authors also found that Colors magazine uses five methods to interact with readers. Advertisers use techniques of iteration, integration, and innovation to increase the effectiveness of their products and add value to their competitors' products. Advertisers, on the other hand, use ineffective and disruptive techniques to downplay the strengths and weaknesses of their competitors. One of

¹⁷ Putri Riyanti, An Analysis of Persuasive Language on Promotional Advertising Instagram at Yello Hotel Bandung, (Thesis, Pasundan University, 2021).

the techniques used in the Colors magazine ad is closing technique, which is a confusing technique. The authors also examine the characteristics of each machine. Repetition reinforces the ad's message. Advertising is tied to reader interests through affiliates. Settings are used to change the text of the ad. Withdrawal is used to suppress the enemy's strength and own weakness, while interference is used to neutralize the enemy's strength or weakness.¹⁸

The third relevant research by Octavia, Maria Melly, the researcher decides to do a research on magazine advertisement connected with persuasive writing entitled: A Study On Persuasive Language Used In Magazine Advertisement. In this study the researcher wants to find out how persuasive the language in Newsweek advertisement is and name the persuasive language tools that often take part in magazine advertisements in order to make them more effective and persuasive. The tools of persuasive language used in the analysis of the magazine ads in this thesis are connotation, figurative language, repetition, humor or satire, categorical statements and logical terms and the ad samples in this study were Hongkong and Shanghai Banking Corporation Limited, Airbus, Agilent Technologies, Martel, Allianz, International Adverting Assciation, Mitsubishi, Patek Phillepe, Shell and Mild Seven, which were all taken from Newsweek Magazine Special Issues, dated from December 2002 up to February 2003. The result of the analysis shows among the ten advertisement, Agilent Technologies is the only advertisement that is considered to be the most fairly persuasive advertisement. This is because it applies almost half of the persuasive language tools namely: Connotation words, Overstatement/ hyperbole, Repetition and Logical term. Even though some ads are fairly or poorly persuasive, they are still affective. The researcher think that they have some affective factors such as illustrations with printing technicalities concerning color reproduction and style outset which do not belong to the persuasive language tools, yet they are quite influential and effective to attract potential buyers.¹⁹

¹⁸ Ulumiyah, Umi Lailatul, *Persuasive Technique Used In Advertisement Of "Colours" Magazine*, (Thesis, Sunan Ampel State Islamic University Surabaya), 2015.

¹⁹ Octavia, Maria Melly, *A Study On Persuasive Language Used In Magazine Advertisement*, (Thesis, Widya Mandala Catholic University, Surabaya), 2004.

This study uses descriptive qualitative methods widely used in previous studies, based on previous studies read by the author. And there are both similarities and differences in this study. This study uses Philip Kotler's theory of persuasion techniques in advertising it is AIDA techniques. Previous research has focused on the types of the persuasion method itself, using various theories by experts, but this research focuses on how persuasion methods can persuade consumers. Second, the different between previous studies is the themes and theories used to this study.

H. Research Method

1. Research Design

The study uses a descriptive qualitative design to deeply understand and analyze all information related to Instagram advertising persuasion techniques. The data are in the form of captions and images from Instagram and are also classified descriptively in this study as researcher discuss, analyze and naturally discover this phenomenon on Instagram.

2. Data and Source Data

The data source of this study is from caption and images on Instagram social media. The researcher focuses of the aspect of persuasive technique (AIDA) used in advertisement. The researcher focusses on images and caption from 3 famous Instagram account, English First Lampung, LIA Official and English Today Semarang and researcher also need several other supporting sources such as on the internet and in books.

3. Data Collection Technique

To maximize the data obtained, researcher focus on the accuracy of the data they retrieve. Data was collected from www.instagram.com. To collect data, researcher have several steps. First, researcher scoured the Instagram for data. Then capture images and ad captions. And finally, researcher choose data to analyze based on persuasive techniques.

4. Data Analysis Techniques

To analyzing the data, several steps are follows:

1. Find some advertisement on Instagram.
2. Find relevant images and captions from advertisement.
3. Identify what types of persuasion techniques in 3 famous Instagram account, English First Lampung, LIA Official and English Today Semarang.
4. Find out how images and captions represent advertisement by using persuasive techniques.

5. Trustworthiness of the Data

The trustworthiness of data in research is proof that the data examined can be accounted for. Researcher used triangulation in conducting reliability testing. Cohen stated that in order to make qualitative research reliable and more credible, a researcher can use a method called triangulation, which is the use of two research data collection methods to make more accurate conclusions.²⁰ There are several types of triangulation as follows:

a. Data Triangulation

Data triangulation is the use of various data sources. Which requires researcher to collect data from various sources including time, space, and people in a study. This triangulation strengthens conclusions about the findings and reduces the risk of incorrect interpretation.

b. Method Triangulation

It is a way for researcher to check the validity of data by collecting the same data but using different data collection methods. The aim is to reduce deficiencies and biases that come from one method.

c. Investigator Triangulation

Investigator triangulation uses more than one researcher, investigator, or observer to analyze data in a study. In this triangulation the

²⁰ Louis Cohen, Lawrence Manion, and Keith Morrison, *Research Methods in Education* (routledge, 2017).

validity of the data or conclusions about certain parts or the whole can be tested by several researcher.

d. Theory Triangulation

In theory triangulation, data analysis on research problems and conclusions found are evaluated using the perspectives of several theories.

e. Data Analysis Triangulation

This triangulation is a combination of two or more data analysis methods in a study.

From the various types of triangulation above, the researcher would only use investigator triangulation. To check whether the data obtained is valid or invalid, validation checks would be carried out by experts on studies related to this research.

I. Systematics Discussion

In this research, the discussion would be divided into several chapters. Each chapter would discuss and describe certain topics, as follows:

Chapter I Introduction, this chapter contains title confirmation, background of the research, focus and sub-focus of the research, objectives of the research, significance of the research, relevance studies, research method, and systematics discussion.

Chapter II Literature Review, this chapter would review the literature that discusses the definition of discourse analysis, the definition of advertisement, the definition of persuasive, the definition of sosial media and Instagram.

Chapter III Description of the Research Object, this chapter gives a description of object research in general and a presentation of research facts and data analysis related to persuasive techniques based on the Philip Kotler's theories which are used to analyze persuasive techniques used in english course advertisement at Instagram.

Chapter IV Findings and Discussion, this chapter discusses the analysis of data obtained from research in detail.

Chapter V Conclusion and Recommendation, in this chapter explains research findings in the conclusion and giving recommendation.



CHAPTER II

LITERATURE REVIEW

A. Discourse Analysis

1. Definition of Discourse Analysis

The study of the way language is used between people, whether in written texts or spoken situations. According to Fowler, “discourse is spoken, and written exchanges comprehend in their beliefs, values, and categories.”¹ There are four types of discourse: expressive discourse, referential discourse, literary discourse, and persuasive discourse.² The analysis of discourse is the analysis of language in use. While some linguistics may concentrate on determining the formal properties of a language, the discourse analyst is committed to investigating what the language is used for.³

Michael Stubbs explains that discourse analysis is an attempt to find constituents (smaller linguistic units) that have certain relationships between constituents in a limited number of settings. Stubbs states discourse analysis is a study that examines or analyzes the language used naturally, both in written and spoken forms.⁴ Soeseno Kartomihardjo states that discourse analysis is a branch of linguistics developed to analyze a unit of language that is larger than a sentence and is commonly called discourse.⁵ The units in question can be paragraphs, reading texts, invitations, conversations, short stories, and so on.

The purpose of discourse analysis is to achieve a meaning that is the same or at least very close to what the speaker said in speech, or the author said in written discourse. Discourse analysis uses many sociolinguistic models, the

¹ Fowler, Roger, “Linguistic and the Novel” (London: Methuen & Co Ltd 1977), 281.

² Abbas, Syahrizal, “Manajemen Perguruan Tinggi” (Jakarta: Kencana 2008), 23.

³ Brown, Gillian dan George Yule, “Discourse Analysis” (Cambridge: Cambridge University Press 1983), 1.

⁴ Stubbs, Michael, “Discourse Analysis: The Sociolinguistic Analysis of Natural Language” (Chicago: Basil Blackwell Publisher Limited 1983), 1.

⁵ Kartomihardjo, Soeseno, “Analisis Wacana dengan Penerapannya pada Beberapa Wacana” dalam PELLBA 6: Analisis Wacana Pengajaran Bahasa (Ed) Bambang Kuswanti Purwo”, (Yogyakarta: Kanisius 1993), 21.

branch of linguistics that studies language in society, while according to Abdul Chaer,



discourse is the most complete unit of language, so it is the highest or largest grammatical unit in the grammatical hierarchy.¹ Discourse is considered complete because it has complete concepts, ideas, thoughts or ideas that readers (in written discourse) or listeners (in oral discourse) understand without a doubt. Discourse is called the highest or greatest because the discourse consists of sentences or phrases that fulfill the requirements of grammar and other discursive requirements (coherence). Cohesion is harmony between existing elements. Coherent discourse can create a good and correct discourse.

Discourse studies have great advantages when combined with the Indonesian context, which has different cultures and traditions. These advantages included:

1. Able to help people understand various problems that often arise when looking for solutions. The existence of discourse analysis can also help people to face various social problems. for example, discourse studies can help to explain the following issues to find solutions to various problems, such as the annual flooding of the capital, to understand the presidential candidate market, to deal with beggar problems. mushrooms everywhere, traffic jams or something else.
2. As discussion material, so that after seeing the facts developing in society, one can conclude measures. In discourse analysis, there are definitely different points of view supported by logical thoughts. Based on these facts, it is easier for the community to decide what actions to take. A simple example is when a woman chooses a suitable beauty product, of course many products offer vary from product form and price to quality. This discourse study helps a lot in making this choice.
3. Discourse studies can also reveal various facts and ideals involved in the discourse to find out the intention or purpose of the author of the discourse. This discourse study is primarily an advantage of critical

¹ Abdul Chaer, "Psikolinguistik: Kajian Teoretik" (Jakarta: PT Rineka Cipta 2003), 267.

discourse studies. This research also helps the public to gain a deeper understanding of the management of power in discourse. for example, advertisements must try to get viewers and readers to use certain products/services. The existence of critical discourse analysis helps citizens to think more critically in addition to various careful considerations so that they are not easily swayed by pompous advertisements.

4. Deconstructing the values contained in the discourse. These values are, of course, real true values, not just masks for language games. Naturally, the audience is guided to choose which values are good and which are not. for example, the value of harmony, togetherness, tolerance, etc.

Discourse goals achieved in a discourse can also influence or determine a person's basic needs. Basic needs can influence the conversation. Basic needs can be specific, namely:

1. The desire to receive information from other people or to receive information about something from other people.
2. The desire to convince someone of a truth or matter and even more to influence the attitudes and opinions of other people.
3. Desire to describe or say how an object or object looks or feels, or to describe the taste of an object, thing or sound.
4. Desire to tell other people about events or events that happened, either personally experienced or heard from other people.

From the explanation above, the researcher concluded that discourse analysis has the following characteristics:

1. Research form of discourse discussion.
2. Is natural in both written and spoken form.
3. It is interpretive-pragmatic and language and purpose.
4. Inference, namely drawing conclusions based on an expression and its context of use.

5. The form of the language is clearer, because it is supported by the right situation.
6. Attempts to capture the meaning of the addressee.
7. Attempts to explain the meaning of the constellation of power in the process of production and reproduction.

B. Advertisement

1. Definition of Advertisement

Advertisement is a text whose purpose is to announce something to appeal to many people so that a product is known in all general circles. Paid advertising is meant to influence the people who receive the message. According to Jaiz advertising is defined as any form of message about a product delivered through the media and shown to some or all the public.² According to Fatihudin and Firmansyah advertising is a communication model that can reach a broad public.³ According to Mawara says, "Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a certain sponsor that requires payment". particular party, who pays for the services of a mass media for the broadcast of his advertisements.⁴ Continue According to Kotler, states that: "Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid for".⁵

Advertising itself is always there, although many of us are not aware of it. Nowadays, advertising uses all possible means to convey its message. Advertising aims to persuade, inform and remind. The goal is really no different from a sales promotion, so it is easier for the audience to understand the information being conveyed. And persuasive techniques must be used in the realization of advertising goals, because persuasive techniques are methods that always and must be present in the advertising process.

² Jaiz, Muhammad, "Dasar-Dasar Periklanan Cetakan ke Empat" (Yogyakarta: Graha Ilmu 2014), 4.

³ Anang Firmansyah dan Didin Fatihudin, "Pemasaran Jasa: Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan" (Yogyakarta, CV Budi Utama 2019), 164.

⁴ Mawara, Zimri Remalya, "Periklanan Dan Citra Merek Pengaruhnya Terhadap Keputusan Pembelian" (Jurnal EMBA, Vol.1 No.3 2013), 830.
<https://doi.org/10.35794/emba.1.3.2013.1891>

⁵ Kotler, Philip, "Marketing Management vol 1 and 2", (USA: Pearson Prentice Hall), 277.

According to Machfoedz that advertising is any form of presentation of information and promotions indirectly carried out by sponsors to offer ideas, goods or services. Another definition of advertising is any form of non-personal presentation and promotion of ideas, goods or services by a certain sponsor that requires payment.⁶ Advertising has many means from television, print (newspapers, magazines, journals, etc.), radio, contests, sponsors, posters, broadcasts, internet, billboards, posters, clothes, events, colors, sounds and images to people or through endorsements. The purpose of the advertisement itself includes:

1. To invite readers to buy or use the goods or services offered in the advertisement.
2. Promote products to the public.
3. Make the communicator aware and provide information about the product (can be in the form of goods, services, ideas, etc.).
4. Try to create the feeling that you like the advertised product.
5. To convince informants of the authenticity of the product, so that they try to use or possess the product. From the consumer's point of view, the consumer then becomes aware of the information about the delivered product as well as the price, specifications, functions, etc.

Therefore, it is very important to have good communication and conversational skills when applying advertising text.

2. Advertisement on Social Media

According to Kotler and Keller states that advertising is all paid forms of non-personal presentation and promotion of ideas, goods or services by a clear sponsor. Advertising can be an easy way in terms of costs to convey messages, advertising can also provide satisfactory results.⁷ According to Sari, social media advertisements are internet users and related digital technologies to achieve marketing goals and support modern marketing concepts for marketing

⁶ Kotler, Phillip and Kevin Lane Keller, "Marketing Management 12th edition vol 1 & 2", (USA: Pearson Prentice Hall), 582.

⁷ Kotler, Phillip and Kevin Lane Keller, "Marketing Management 2nd edition", (USA: Pearson Prentice Hall), 202.

purposes and support modern marketing concepts which are all online or electronic-based activities.⁸ Meanwhile, according to Viciana, social media advertising is a way to get the attention of social media users through the site. When a user thinks about buying something, he first browses the internet, searches for the product, compares prices with other brands and makes a decision, which one to buy. Some of the social media used as a place to market products include: Facebook, Twitter, YouTube, Instagram, etc.⁹ According to Sulianta in Makhin, Instagram is an internet-based service as well as a social network for sharing stories via digital images. Gadget users often use this network to instantly share their shots. Instagram is one of the social networking media that can be used as a direct marketing medium. Through Instagram, products or services are offered through advertisements in the Instagram feature, so that potential customers can see the types of goods or services offered.¹⁰

C. Persuasive

1. Definition of Persuasive

In the Big Indonesian Dictionary (KBBI), persuasion text is an invitation to someone by giving good reasons and convincing prospects. It can also be interpreted as a subtle invitation. In other cases, persuasion can also take the form of an essay that aims to prove an opinion.¹¹ A symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.¹² Rakhmat states that "persuasion is a communication process that aims to influence the opinions, attitudes and actions of people using

⁸ Dian Nurvita Sari, "Media Sosial Instagram Sebagai Media Informasi Edukasi" (Thesis, Universitas Muhammadiyah Sumatera Utara, 2018), 13.

⁹ Viciana, P, "Pengaruh Iklan Melalui Social Media Terhadap Keputusan Pembelian Produk Maicih" (Thesis, Universitas Widyatama, 2014), 19.

¹⁰ Ahmad Makhin, "Pengaruh Akun Instagram Javafoodie Terhadap Minat Beli Konsumen" (Thesis, Uin Sunan Kalijaga Yogyakarta, 2016), 33.

¹¹ Persuasive text on Big Indonesian Dictionary <https://kbbi.web.id/persuasif> retrieved on 25th July 2023.

¹² Perloff, R. M, "The Dynamics of Persuasion Communication and Attitudes in 21st Century", (New York, Rotledge 2003), 8.

psychological manipulation so that the person behaves as if of his own will”.¹³ Persuasion is when one person or group consciously uses messages to change the attitudes of one or more other people. Attitudes represent judgments about objects and or behavior toward objects.

Keraf stated that persuasion is a verbal art that aims to persuade someone to intentionally obey the words of the speaker at a given moment. Therefore, the purpose of persuasion is that the speaker tries to get the consumer to act on something without violence or coercion. The persuader must be a trusted agent selling the product. Some advertisers use famous actors to convince people that their products are great and of high quality. In short, based on this belief, people make the right decision based on their awareness. Finoza views persuasion as writing that aims to make people believe, believe and be persuaded of the things being communicated which are facts, opinions or ideas of the author.

Characteristics of persuasive text so as not to be mistaken.

1. The author is able to convince readers of their ideas or ideas
2. The author is able to avoid conflict so that an agreement occurs
3. Writing influences readers through facts and data
4. The researcher of this type of text has foundation or integrity
5. Building trust between writers and readers
6. Writing is inviting and encouraging

Those are some of its characteristics. The other characteristics presented by Suparno and Yunus stated that there are five specific characteristics, as follows.

1. This type of text is able to generate trust for the audience
2. Rejects that the human mind can be changed
3. Able to adapt to opponents who are invited to communicate in writing or verbally
4. Avoiding conflict for the sake of achieving goals
5. Loading accurate facts and data Techniques of Persuasive¹⁴

2. Techniques of Persuasive

¹³ Rakhmat Kriyantono, “Teknik Praktis Riset Komunikasi”, (Jakarta: PT. Kencana Perdana 2010), 102.

¹⁴ Suparno and Muhammad Yunus, “Keterampilan Dasar Menulis”, (Jakarta: Universitas Terbuka 2008), 47.

Technique is a form of well-thought short procedures that guarantee good results.¹⁵ According to Ifeolwa a technique is a precise strategy, concrete trick or a tested and trusted tip that is designed to help you reach your goals.¹⁶ So the advertiser must make consumers trust or be interested in the advertisement with persuasive techniques, so there are several ways of persuasion.

AIDA appeared in 1898 and was proposed by E. St. Elmo Lewis. Initially this model was known as AID (Attention, Interest and Desire) and was intended as an effective sales promotion guideline, then in 1900 AID was developed into AIDA (Attention, Interest, Desire and Action). This stage of adding Action was aimed at becoming a promotion guideline perfect sale.

According to Kotler and Keller, the AIDA formula (Attention, Interest, Desire, Action) is the formula most often used to help plan an advertisement as a whole, and this formula can be applied to an advertisement. This planning consists of; (Attention), create interest in the product (Interest), create a desire to own the product (Desire), and invite customers to take action in purchasing the product (Action).¹⁷ Kotler and Keller also explained that AIDA (Attention, Interest, Desire, and Action) is a message that must get attention, become interested, become interested, and take action. This theory conveys the quality of a good message.¹⁸ Chaffey dan Chadwick explains that AIDA is a process of getting attention, creating interest with exclusive offers and messages, then stimulating consumer desires with creativity and backup offers to get consumers to take action by persuading them¹⁹

¹⁵ Milward Abadia, "Approach, Method and Technique," Academia Edu, 2013, https://www.academia.edu/3024099/Approach_METHOD_and_Technique.

¹⁶ Definition of techniques by Ifeolwa Egbetade on <https://id.quora.com> retrieved on 17th august 2023.

¹⁷ Kotler, P. & Keller, K.L, "Marketing Management 13th edition vol 1", (USA: Pearson Prentice Hall), 186.

¹⁸ Kotler, P. & Keller, K.L, "Marketing Management 13th edition vol 1", (USA: Pearson Prentice Hall), 179.

¹⁹ Chaffey Dave & Ellis Chadwick, "Digital Marketing: Strategy, Implementation and Practice 6th edition", (UK: Pearson Education Limited), 448.

According to Djatnika, the AIDA theory is a psychological process that consumers or buyers go through, a process that begins with the stage of paying attention to goods or services which then, if effective, would pass through the stage of interest. To find out more about the features of the product or service which, if the intensity of interest is strong, continues to the stage of desire because the goods or services offered are in accordance with their needs. If the desire and interest are very strong, either due to internal encouragement or persuasive encouragement from outside, the consumer or buyer would take a purchasing decision the goods or services offered.¹

According to Effendy, AIDA is an acronym for the words Attention, Interest, Desire, and Action. The description of these elements is:

1. Attention: a person's desire to seek and see something.
2. Interest: The feeling of wanting to know more deeply about something things that attract consumers.
3. Desire: A desire that arises from the heart about something draw attention.
4. Action: An activity to realize beliefs and beliefs interest in something.²

Kotler states that persuasion techniques include attention, interest, desire and action (AIDA):

2.1. Attention

Advisers must realize that the message presented has AIDA in it, attracting customer attention means that a message must be able to generate attention both in the form and media delivered. This attention is generally or specifically aimed at potential customers or consumers who would be targeted. This can be found through prominent and clear writing and pictures, interesting or easy-to-remember sayings, and having their own characteristics. In this case, the prospective agent is presenting to prospective customers. Attention-grabbing messages are the first step for companies where the message would be known and remembered by consumers, here

¹ Tjetjep Djatnika, 2007, *Komunikasi Pemasaran*, (Bandung: Pt. Remaja Rosdakarya 2007), 204.

² Effendy, *Ilmu Teori dan Filsafat Komunikasi*, (Bandung: PT. Citra Aditya Bakti, 2003), 305.

referred to as potential customers. This process can be said to be a process of awareness of the existence of a product that is delivered to consumers.

Example:



1

Figure 1 Illustration “attention” of AIDA

“Para Cowok Harus Tau... Cewek lebih seneng dikasih kulit ayam daripada bunga mawar”

In this utterance, the sentence above contains attention. The sentence clearly visible in that advertisement. This sentence contains attention, because reading this sentence creates attention from consumers. Based on the sentences below, including persuasive techniques in the attention types, namely sentences whose target is to attract attention.

2.2. Interest

Interested means that the message conveyed creates a feeling of curiosity, a desire to observe, and a desire to hear and see more carefully. This happens because there is an interest that attracts the attention of consumers to the message shown. In this case, after the prospective agent has made a

¹ Illustration “attention” of AIDA from <https://www.instagram.com/niagahoster.id/>.

presentation, there would be interest from the prospective customer to ask questions.

Example:



Figure 2 Illustration “interest” of AIDA

“6 Makanan Sehat yang Terbukti Bisa Mengusir Burnout-mu”

In this utterance, the sentence above contains interest. The sentence clearly visible in that advertisement. This sentence creates a very strong interest aimed at consumers, because apart from getting knowledge, consumers also get a bonus of 250 thousand + 350 thousand for free. Based on the sentences below, including persuasive techniques in the interest types, namely sentences whose target is to and attract interest.

2.3. Desire

Thought comes from desire. This relates to the motives and motivations of consumers when buying a product. Purchase motives are divided into two categories: rational and emotional motives. Where rational motives consider consumers advantages and disadvantages. Meanwhile, emotional motives occur as a result of emotions about product purchases. In this case, the agent plays more on the emotions of the prospective customer when purchasing a product, such as self-protection as a sign of love for the family.

¹ Illustration “interest” of AIDA from <https://instagram.com/kreativv.id>.

Example:



Figure 3 Illustration “desire” of AIDA

“HYDRATING SERUM ANTI-AGING”

In this utterance, the sentence above contains desire. The sentence clearly visible in the caption of the advertisement. This sentence creates a very strong desire aimed at consumers, because consumers can have anti-aging skin. Based on the sentences below, including persuasive techniques in the desire types, namely sentences whose target is to and attract desire.

2.4. Action

Actions occur with the strong desire of consumers, so that decisions are made to buy the products offered. In this case, after a good agent's presentation to prospective customers and already knowing the customer's wishes, it remains only for the prospective customer to make a decision whether to take or reject the product.²

Example:

¹ Illustration “desire” of AIDA from <https://instagram.com/everwhiteid.id>.

² Kotler, P. & Keller, K.L, “Marketing Management 12th edition vol 1”, (USA: Pearson Prentice Hall),



1

Figure 4 Illustration “action” of AIDA

“NULIS YUK”

In this utterance, the sentence above contains action. The sentence clearly visible in the caption of the advertisement. This sentence aims to encourage potential consumers to register for the product being advertised, made clear by the "promo period", so that potential consumers would make a purchase before that period ends. Based on the sentences below, including persuasive techniques in the action types, namely sentences whose targets are to and attract action.

So the researcher assumes that AIDA techniques are used for the purposes of advertising a product and focusing on consumers and the stages that consumers go through before finally purchasing the product being marketed. In order for an advertisement to be successful, the advertiser uses persuasive techniques found in Aida, which can persuade consumers to believe what is conveyed in the

¹ Illustration “action” of AIDA from <https://instagram.com/kreativv.com>.

advertisement. And the Aida technique is very efficient for persuading consumers

through advertising, because with the Aida technique, consumers would be persuaded through stages, and in the end, the Aida technique would succeed in influencing or persuading consumers through advertising.

3. Types of Persuasive

Similar to other types of text would often be divided into several categories. Persuasive writing would also be divided into several categories. Most types of persuasive writing would be grouped by the purpose of the text. There are about four types of persuasive writing, to make persuasive text easier to understand, these are the types of persuasive writing reported on www.serupa.id.com and www.haloedukasi.com.

3.1. Persuasive Propaganda

Literally, the word propaganda denotes an ideology or point of view that can be true or false and was developed with the aim of persuading people to conform to that understanding or point of view. This means propaganda-style persuasive texts that aim to shape the opinions of others so that they may or may not believe something more. Persuasive propaganda is text whose content attempts to lead the reader or listener to certain opinions. The purpose of informational writing is to make the reader consciously want to do something.

3.2. Political Persuasive

Of course, texts about political beliefs would relate to the political goals of a particular candidate or party. Typically, this type of persuasive text would appear in a variety of media from campaign billboards, political speeches to slogans used by certain candidates or parties. The purpose of having a political text is for readers, listeners to feel the vision, mission as the candidate or party, of course, so that they decide to vote for them when it comes to the election.

3.3. Educational Persuasive

An educational persuasive text is a text created with the aim of persuading the reader to act and think in accordance with the concepts and goals of education.

3.4. Advertising Persuasive

Then there is a persuasive text or advertisement. When the purpose of this persuasive writing is to be able to convince the reader to be more interested or at least learn more about the product or service offered by the manufacturer. Although the ultimate goal of this ad persuasive text is for the reader to complete the purchase transaction process or use the product in the ad.¹

D. Social Media

Social media can be defined as a digital platform that enables each of its users to engage in social activities. Some activities that can be done on social media include conversing or connecting with others, as well as contributing information or content in the form of text, images, and videos. Various information in the shared content can be accessed by all users for a full 24 hours. Social media are fundamentally a component of the evolution of the internet. Because of its introduction several decades ago, social media have been able to expand and grow as broadly and swiftly as they are now. This is what enables all users with an internet connection to carry out the process of spreading information or content at any time and from anywhere. B.K. Lewis stated social media is a label that refers to digital technology that has the potential to connect everyone and interact, produce, and share messages.² Furthermore, in his book *Social Media 101: Tactics and Tips to Develop Your*

¹ Types of persuasive on <https://www.detik.com/edu/detikpedia/d-6441363/apa-itu-kalimat-persuasif-pengertian-jenis-ciri-dan-contohnya> retrieved on 25th July 2023.

² Lewis, B.K, "Social Media and Strategic Communication: Attitudes and Perceptions Among College Student", (International Journal of Public Relation Society of America 2010), 2.

Business, Chris Brogan noted in that social media is a communication tool with numerous opportunities for generating new forms of connection.¹

Social media also have several functions:

1. Communication

The first function of social media is communication. Prior to reaching this point, social media were primarily concerned with creating a good communication ecosystem for users. However, with the advancement of the internet and technology, social media have evolved into more than just communication; it has become a second world for individuals from all over the world to gather and connect. Social media have succeeded in facilitating communication across time and space.

2. Branding

Branding is the second function of social media. After successfully creating a gathering place for people from all over the world, social media are constantly increasing and meeting numerous human needs, one of which is branding. Branding is a method of creating an image in the minds of numerous people. To do branding, individuals usually have a unique and different method of designing social media profiles in order to make them appealing to other users. Because everyone has their own qualities, social media accounts are analogous to the current world.

3. Commercial establishment

The third role of social media is as a platform for conducting business. Social media are gradually evolving after successfully offering communication and branding, so that each user can

¹ Bogan, C, "Social Media 101: Tactics and Tips to Develop Your Business Online", (Hoboken, New Jersey: John Wiley & Sons, Inc), 11.

construct a business in a network or online. Social media, as a location that is open



24 hours a day, have shown to make it incredibly easy for individuals to develop a virtual business. This is expected to have a much higher potential for reaching more people than firms that simply rely on the current world.

4. Marketing

Marketing or marketing is the fourth purpose of social media. As a platform that is virtually constantly utilized by humans, social media have now succeeded in developing services that make them more useful.

And the development of social media is currently very rapid. Almost all human activities are inseparable from social media, and there are many types of social media in the world today: Facebook, Twitter, Telegram, Whatsapp, TikTok and one of the most popular today is Instagram.

E. Instagram

Today, social media has a great impact on daily life, from ordering food, shopping, vacationing and also meeting new people. One of the most popular social media platforms is Instagram. Social media is the interaction between people in which they create, share and/or exchange information and ideas in virtual communities and networks. Social media as a collective of online communication channels has become the use of applied language. It appears in news, ads, commercials, online stores, etc. In each event, users persuade viewers to influence or believe something they have shown. They use statements and images to complement their method of persuading people. In social media, the most popular sites are Facebook, Instagram, Twitter, etc. In this case, the researcher focus on persuasive techniques used on Instagram. Instagram is a photo and video sharing application that allows users to take photos, videos, apply digital filters and share them on various social networking services, including Instagram. In general, Instagram can be interpreted as an application that can be a tool for sharing photos and videos on a social network, allowing users to take photos and videos and add filters to add an interesting effect to

photos. Mainly, Instagram is more focused on smartphones like Android and iOS. Users can still use Instagram in a web app, albeit with limited features.

Like other social networks, Instagram also has the concept of interaction between users by following or following. Users can also comment, like, send and save photos and videos to their account. Instagram was first designed by Kevin Systrom and Mike Krieger and was first launched on October 6, 2010. Instagram was first developed by Burbn, Inc. in San Francisco, USA. CEO Kevin Systrom and Mike Krieger. The first version of Instagram is Burbn, which can only be used on iPhones. At first, Burbn's version had too many features, but later Kevin Systrom and Mike Krieger started focusing on sharing, commenting and liking photos. In 2012, Facebook officially bought Instagram for \$1 billion in cash and stock. A little later, Instagram appeared on Android devices. And it was downloaded more than a million times in less than 1 day. In November 2012, Instagram was released as a web app, allowing users to use it through a desktop browser, albeit with limited features. Instagram has had a great impact on the development of social media and is currently the most popular social media with the largest number of users worldwide.¹ Instagram is also a platform where influencers can sell and promote their products. Some of the things below can unlock more information about Instagram now and in the future:

1. Interaction Between Users

Like other social media, the main function and purpose of Instagram is to communicate with each other, starting with sharing photos and videos, sending messages (direct messages), adding comments, and more. Mark Zuckerberg is the founder of Facebook and the parent of Instagram, whose motto is "Bringing the world closer".

This shows that Instagram plays an important role in communication. Instagram continues to offer new features to pamper its users, starting with Instagram Live, IGTV, Instagram Stories, Instagram reels, filters, etc.

¹ Story of Instagram on <https://www.investopedia.com/articles/investing/102615/story-instagram-rise-1-photo0sharing-app.asp> retrieved on 16th September 2023.

2. As a Means of Entertainment

On Instagram, users can find a variety of exciting and fun entertainment. Instagram has evolved into an entertainment or entertainment media according to the development and changes of today's social life. There are quite a few accounts on Instagram for memes, cartoons, jokes and animators. Even digital media companies, television and artists have taken to Instagram to entertain and grow their popularity.

3. Finding Inspiration and Creative Ideas

In addition to entertainment, users can find various creative and inspirational ideas for productivity or other needs. For example, if you need new ideas to decorate your home or room, you can find various examples on Instagram. Not only that, but you can also easily find computer configuration, graphic design, video editing, IG content creation and other interesting things on Instagram.

4. Get Vacation Spot Recommendations

Instagram also has tons of vacation spot recommendations that are fun and eye-catching. Many Instagram users often post their vacations somewhere with complete location tags. This is definitely an advantage for users who like vacations, it is easier to find good and fresh tourist destination. In general, the use of hashtags #surabayahits, #traveling, #wisata, #pesonaindonesia etc. facilitates the search, which makes it easier for users to find the place they are looking for.

5. Become an Influencer

Who says only certain artists or people can be an influencer? Perhaps an artist could be one of them. But now all users are more likely to become influencers, especially users with skills and appeal that other users don't have. Instagram is one of the social media that can form influencers. Those who succeed as influencers are sure to get new income, whether it's endorsements, product reviews, selling their products, etc.

6. Online business

Instagram users, which are growing year after year, are definitely a new opportunity for online business. Using Instagram integrated Facebook ads is also a new strategy for online marketers to sell products quickly and efficiently. Instagram uses all user data from content viewed and liked to places visited. Any type of targeting can be very precise and entice users to view ads to get them interested in making a purchase.

In this study, the researcher focuses on the use of persuasive techniques on Instagram to make it easier for someone to become an influencer and also allow potential buyers to see what the advertiser means.



The conceptual framework in this research has been drawn in the following diagram:

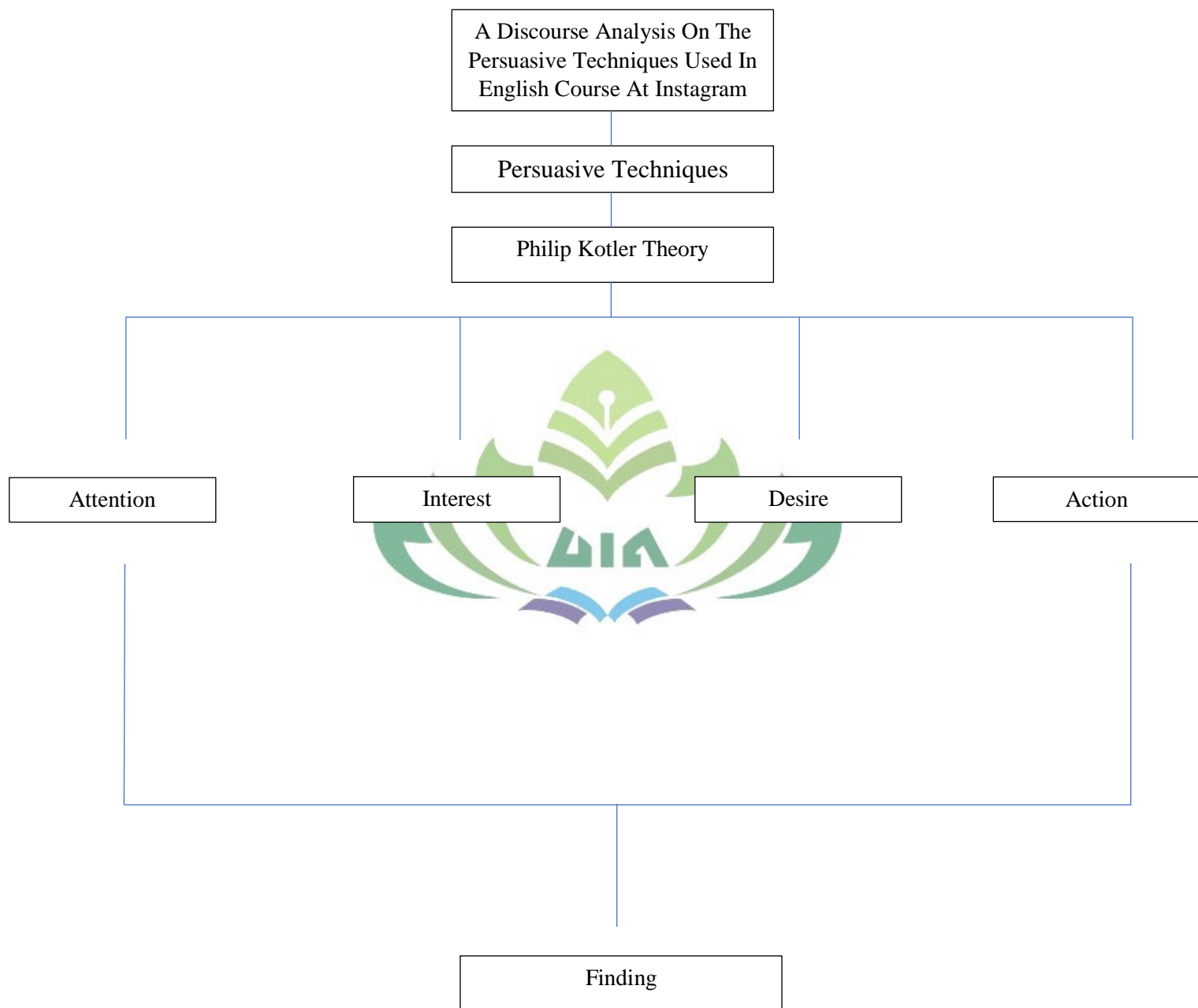


Figure 5 Conceptual Framework

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. CONCLUSION

From the analysis results, the findings show how advertisers sell their products using persuasive techniques on Instagram. They upload many advertisements in the form of images and captions on social media because they can make consumers interested with the product. A study of the persuasive techniques used in advertising on Instagram resulted in several types of techniques used and how to use them. In the LIA Official advertisement, researcher found four types of persuasive techniques used in this product, Attention, Interest, Desire and Action. In the First English advertisement, researcher found four types of persuasive techniques used by advertisers for this product, namely Attention, Interest, Desire and Action. And the last advertisement was English Today, researcher found four types in the advertisement, namely Attention, Interest, Desire and Action.

The analysis reveals that advertisers use persuasive techniques on Instagram to sell their products. They upload images and captions to engage consumers. The study reveals four types of persuasive techniques used in LIA Official, First English, and English Today advertisements: Attention, Interest, Desire, and Action. These techniques are used to make consumers interested in the product and increase its visibility on social media.

Based on the researcher's analysis, the persuasive techniques that appear in the English First advertisement are attention 5 (five), interest 3 (three), and action 1 (one). The data that appears in the LIA Official advertisement is attention 7 (seven), interest 6 (six), desire 2 (two) and action 2 (two). And in the last advertisement, namely on English Today, it is attention 2 (two), interest 2 (two), and action 2 (two). The amount of data on persuasive techniques is 30 (thirty). The dominant persuasive technique data is attention and interest, the middle persuasive technique data is action, and desire is the lowest persuasive technique data found in advertisements on Instagram.

So the technique that has the most influence on English course advertisements on Instagram is attention and action, because by generating

attention on consumers it would make the advertisement attractive and after
advertiser get attention from



consumers they would take direct action, by directing consumers to buy the products they want. offer, this must also be supported by other techniques, namely interest and desire.

B. RECOMMENDATION

Regarding the conclusion, some recommendations are given as follows:

1. For English education departmen, especially literature students, should learn more about types of persuasion and how they can persuade others in different things, especially in advertising. In order to add their knowledge and information on persuasion strategies so that they can understand how persuasion works in advertising.
2. For teachers, this research expected to increase teacher awareness in understanding persuasive techniques. Applying this techniques in teaching can improve teacher's ability to understanding and used persuasive techniques to persuade their students.
3. It is very important to help English language students understand the meaning and types of persuasion strategies in advertising add knowledge and information about persuasion and how to use persuasion in advertising, especially in English course advertisement.
4. For the future researchers, especially in linguistics, it is recommended that implement persuasion strategies it might be a reference to help them learn about it. This research can also find new information and knowledge about persuasion strategies that have not been discovered before. And for English students, the students must search for data that uses English in the advertisements used, because this thesis still uses a lot of the language.

REFERENCES

- Abbas, Syahrizal, Manajemen Perguruan Tinggi. Jakarta: Kencana, 2008.
- Abdul Chaer, "Psikolinguistik: Kajian Teoretik" Jakarta: PT Rineka Cipta 2003.
- Armstrong, Gary, dan Philip Kotler, "Principles of Marketing 12th edition", USA : Pearson Prentice Hall, 2008.
- Brogan, C, "Social Media 101: Tactics and Tips to Develop Your Business Online" Hoboken, New Jersey: John Wiley & Sons, Inc, 2010.
- Brown, G. & Yule G, Discourse Analysis. Cambridge: Cambridge University Press, 1983.
- Chaffey, D & Ellis-Chadwick, F, Digital Marketing Strategy, Implementation and Practice 6th edition, United Kingdom: Pearson, 2016.
- Celce-Murcia, Marianne and Olshtain, Elite, Discourse and Context in Language Teaching: A Guide for Language Teachers, Cambridge University Press, 2000.
- Coulthard, Malcolm, An Introduction to Discourse Analysis. London: Longman, 1977.
- Depdikbud, Kamus Besar Bahasa Indonesia, Jakarta: Balai Pustaka. 2007.
- Foucault, Michael, "Power: The essential works of Michel Foucault", New York: New Press, 2000.
- Fowler, Roger, Linguistic and the Novel. London: Methuen & Co Ltd, 1977.
- Goya, S, Advertising on social media, Journal of Advertising Research. Vol. 44 (4): 410-418, 2013.
- 10.14196/sjpas.v2i5.551.
- Halliday, Michael, Alexander Kirkwood & Ruqaiya Hasan, *Language, context, and text: Aspects of language in a social-semiotic perspective*, Oxford: Oxford University Press, 1990.
- Henry, F & Tator, C, Discourses of domination, Toronto: University of Toronto, 2002.
- Hinkel, Eli & Sandra Fotos, New Perspectives on Grammar Teaching in Second Language Classrooms, New Jersey: Lawrence Erlbaum, 2002.
- Jaiz, Muhammad, "Dasar-Dasar Periklanan Cetakan ke Empat", Yogyakarta: Graha Ilmu 2014.
- Keraf Gorys, Argumentasi dan Narasi. Jakarta: PT Gramedia Pustaka Utama, 1982.
- . Diksi dan Gaya Bahasa. Jakarta: PT Gramedia Pustaka Utama, 2002.

- Kotler, Philip & Armstrong, “Marketing Management 14th Edition”, New Jersey: Prentice Hall, 2012.
- Kotler Philip, Marketing Management 13th edition vol 1 & 2, United States: Prentice-Hall, 2010.
- Kotler, Philip and Kevin Lane Keller, “Marketing Management”, 13th Edition New Jersey: Pearson Prentice Hall, Inc, 2009.
- . “Marketing Management”, 15th Edition New Jersey: Pearson Prentice Hall, Inc, 2016.
- . “Marketing Management 12th edition vol 1 & 2”, Jakarta: PT. Indeks.
- Kotler Philip, and Gary Amstrong, Principle of Marketing 5th edition, United States: Prentice-Hall, 1980.
- . Principle of Marketing. 15th Edition, New Jersey: Pearson Prentice Hall, 2014.
- Mawara, Zimri Remalya, “Periklanan Dan Citra Merek Pengaruhnya Terhadap Keputusan Pembelian” (Jurnal EMBA, Vol.1 No.3 2013), 830.
- <https://doi.org/10.35794/emba.1.3.2013.1891>
- Rakhmat Kriyantono, “Teknik Praktis Riset Komunikasi”, Jakarta: PT. Kencana Perdana 2010.
- Richards, Catharine M. Curran, “Business; Journal of Advertising”, 2002.
- Simons, H. W., Morreale, J., & Gronbeck, B, “Persuasion in Society”, London: Sage Publication, 2001.
- Suparno and Muhammad Yunus, “Keterampilan Dasar Menulis”, Jakarta: Universitas Terbuka 2008.
- Stubbs, Michael, Discourse Analysis, Chicago: The University of Chicago Press, 1983.
- Susanto, Komunikasi Dalam Teori dan Praktik. Jilid I. Bandung. : Binacipta, 1974.
- Viciano, P, Pengaruh Iklan Melalui Social Media Terhadap Keputusan Pembelian Produk Maicih. Fakultas Bisnis dan Manajemen Universitas Widyatama, 2014.
- Weilbacher, William M, “Advertising (2nd Edition)”, New York: Macmillan Publishing Company, 1984.
- Whittier, L.C, Creative Advertising. New York: Herry Holt and Company Inc, 1988.
- Yule, George, Pragmatics. Oxford: Oxford University Press, 1996