# AN ANALYSIS OF PERSUASIVE TECHNIQUE USED IN L'OREAL PARIS REVITALIFT ONLINE ADVERTISEMENT

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## Abstract

This research examines persuasive technique used in L'Oreal Paris Revitalift Online Advertisement and the modes of persuasion that applied on the advertisement. The research is based on a discriptive qualitative method, the researcher analyzed through describing and explaining data based on persuasive technique by Keraf. The advertisement is in the form of video taken from the official website of the product and youtube. The result of the study found that there were two techniques containing on the advertisement, such as Rationalization and Suggestion. Rationalization techniques use in this advertisement to shows some arguments to persuade to consumers, to make the consumers believe with the advertiser and the presenter, to make the advertisement is successful in the consumer's circumstance. Then, the Suggestion technique which the use of this technique as the key in persuading the consumers, and make the consumers to grab the product fast. The researcher also found the modes of persuasion by Aristotale applied on the advertisement such as, personal character of the speaker this is will succeed if the consumers know the speakers. Then, the evidence applied in the advertisement to showing this advertisement is surely true and make successful in persuading consumers.

**Key words:** Persuasive, Advertisement, L'Oreal Paris Revitalift

## INTRODUCTION

Persuasion is taken from Latin "persuasion" means "to persuade" (Lubis et al., 2019), (Fitrianto et al., 2020), (LIA FEBRIA LINA, 2019), (Kuswoyo & Siregar, 2019), (nofianti, 2020). It is defined as a process of communication between speaker and listeners (Kusniyati, 2016), (Tiono & Sylvia, 2004), (Lorandel et al., 2016), (Hidayati et al., 2020), (Febriantini et al., 2021). Persuasion in communication needs stimuli from speaker to get response from the listeners (Suprayogi & Novanti, 2021), (Suprayogi et al., 2021), (Kurniawan et al., 2019), (Apriyanti & Ayu, 2020), (Qodriani, 2021). In addition persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time (Keith et al., 1974), (Kiswardhani & Ayu, 2021), (Kuswoyo et al., 2020), (Istiani & Puspita, 2020), (Oktavia & Suprayogi, 2021). Persuasion as verbal communication that attempts to bring voluntary change in judgment so that readers or listeners will accept a belief they did not hold before (Novawan et al., 2020), (Pradana & Suprayogi, 2021), (Hamzah et al., n.d.), (Sartika & Pranoto, 2021), (Pustika, 2021). Therefore, we can conclude that persuasion is a communication process to persuade others using stimuli to get the response from listeners. Furthermore, persuasion needs language for communication because the purpose in persuasion is to persuade others to interpret and follow the message. Moreover, persuasion is called as a part of Discourse Analysis, and Discourse Analysis concerned with the language used for communication and how addressee worked in linguistic message in order to interpret them (Gilian & George, 1983).

One of the areas that use persuasive technique is advertising. Advertising is a form of communication intended to persuade audiences or viewers to take some action. It usually includes the name of a product or service, how that product or service could benefit the consumers and to persuade potential consumers to purchase or to consume the particular brand. In addition, advertisement needs a certain language to attract the consumer's attention. The language that is used to send an advertisement should be suitable with the consumers.

Nowadays, Internet becomes the first choice to entertain people because internet has become lifestyle for people to get more information easier and also more interesting than other mass media. The huge usage of internet and its interest make the media become communication in the society more strategies than other mass media for advertisers to advertise their product. Internet can be a media of communication in transferring the advertiser's message to the consumer's, so the message of advertisement must be in correct articulation and the most important thing is to use clear and short utterance. Therefore, it is a must for the advertiser to choose the right words. The choice of word should be correct and have persuasive power to influence the consumer's mind. It means that the language use in advertisement should be clear, brief and avoid ambiguity.

The topic is choosen because it intends to investigate about the types of persuasive technique and modes persuasions are used in advertisement. Furthermore, starting from the reason that persuasive technique is very important in daily life, especially in advertisement area. This research focused on persuasive techniques and how modes persuasion that can be applied in L'Oreal Cosmetic Advertisement especially New L'Oreal Paris Revitalift Crystal Micro-Essence advertisement.

## LITERATURE REVIEW

Critical discourse is methodology that enables a vigorous assessment what is mean language is used to describe and explain (Eklesia & Rido, 2020), (Ivana & Suprayogi, 2020), (Evayani & Rido, 2019), (Woro Kasih et al., 2019). So, in critical discourse analysis, discourse analysis is not viewed only as a language study (Nadya et al., 2021), (Sari, 2015), (Suprayogi, 2021), (Kuswoyo, 2016), (Sari & Wahyudin, 2019). Language is analyzed not only from the perspective of language aspects, but also need to have the trust context (Keanu, 2018), (Apriyanti & Ayu, 2020), (Nurmala Sari & Aminatun, 2021), (Diharjo et al., 2020), (Keith et al., 1974).

Advertisement is seen as media discourse as they involve language and social processes (Nuraziza et al., 2021), (Nugraha et al., 2021), (Lina & Permatasari, 2020), (Juliarti et al., 2021), (Schrape, 2018), (Megawaty & Setiawan, 2017). The sense that discourse is an important form old social practice which both reproduces and changes knowledge, identities, and social relations including power relations, and the same modern technology is also shaped by other social practices and structures (Tarik Rashid, B. Q. Huang, 2006), (Ambarwari et al., 2020), (Pratiwi & Ayu, 2020), (Erya & Pustika, 2021), (Huang & Fitri, 2019). Hence furlough's framework is used to show the link between the nature of social practice and properties of language "texts" (Heaverly & EWK, 2020), (Syambas et al., 2018), (Putra et al., 2019), (Kurniawan et al., 2019), (Kuswoyo et al., 2020). Beauty product advertisement in English Language will be the analyzed the products (Sedyastuti et al., 2021), (Adiyanto & Febrianto, 2020), (Aldino & Ulfa, 2021), (Damayanti et al., 2019).

## METHOD

A descriptive qualitative method used in this study. The data were focused on the speech and uttrances through L'Oreal Cosmetic advertisement. The researcher collected her data in the form of word. Thomas states, "qualitative research is multi –method in focus, involving an interpret phenomena in terms of meanings people bring to them. From the statement above, that qualitative research has many approached that focused in the subject naturalistically. In the same way, qualitative research was the study to describe the phenomena that happens in terms of the people. The data of this research is the spoken text from the online advertisement of L'Oreal Paris Revitalift Essence. This advertisement is in the form of video that taken from the official website of the brand and official youtube channel of the brand.

## RESULTS AND DISCUSSION

In this part, the researcher presents the data along with the analysis of the data and description of the findings. The data are acquired from transcription of the video. In order to make an easier discussion, the researcher number the model in the appendix based on the sentence that are analyzed.

> The advertisement of New L'Oreal Paris Revitalift Crystal Micro-essence:
> (1) When you go beyond the surface, that's when so much more can happen.
> (2) New L'Oreal Paris Crystal.
> (3) A lightweight micro-essence with brightening salicylic acid.
> (4) Its water like texture goes 10 layers deep to reveal crystal clear skin.
> (5) Day after day, my skin looks brighter and clear, like crystal.
> (6) New L'Oreal Paris Crystal Micro-Essence, now it's crystal clear.
> (7) You're worth it.

Based on the advertisement above, L'Oreal is huge and well-known brand cosmetics. It is a product beauty cosmetic from Paris. This advertisement shows a product from L'Oreal is Essence. New L'Oreal Paris Revitalift is the world's number one skincare brand for anti-aging and they are excellent at persuasive commercial on television and online. L'Oreal is famous for their celebrity brand ambassadors who share the tagline "You're Worth It". It makes consumers love it and L'Oreal beauty product are insanely popular around the world.

In this Revitalift advertisement from 2020, they have Aditi Rao Hydari as the presenter on the advertisement. The advertiser purpose in using Aditi Rao Hydari is to persuade consumers easily. This is the way to catch the consumer's attention and their interest with the product. She is known as multi-talent actress, she known as the famous singer, actor, and dancer. Besides, her multi-talent on entertainment industry the other reasons using Aditi is because her ability speaking in English. As we know Aditi Rao Hydari is not American or Britain, she comes from Hindi. She made her on-screen debut with Malayalam film in 2006. Since that time, she became Indian film actress and singer who have good ability to speak foreign language, especially English.

In L'Oreal Revitalift advertisement Aditi able to uses persuasive language. She catches the consumers' attention and makes the consumers think really need the product. She also

gives some evidences to strengthen her statement and reveals why she uses persuasive language advertisement in using the way to persuade consumers.

To make the consumers accept that they need the product, there is statement "When you go beyond the surface, that's when so much more can happen."(1) And continue with the statement mentioning the product "New L'Oreal Paris Revitalift Crystal Micro-Essence." (2) By showing these sentences to the consumer, the consumers will be persuaded with this language. They will think that by using this product they will not try the other products which do not have any proof to make your skin brighter and clear like crystal, by using this product you get more effort rather using the other product. The sentence (3) "A lightweight micro-essence with brightening salicylic acid." is assumed by the advertiser that the consumer will need this ingredient which can help to remove dead skin cells, accelerates skin renewal and improve skin texture. Thus, the advertiser mentions this ingredient which purpose that all women who is need their skin care routine for helping them in brightening and renew their skin, they need this ingredient in their skin care routine. The sentence (7) "You're worth it" is also a proof that all women in the world is so worth it with their own beauty.

The type of persuasive can be seen in this advertisement. The rationalization technique which is used by advertiser can be seen from statement (4) "Its water-like texture goes to 10 layers deep to reveal crystal clear skin." By this sentence, consumers will know that there is a new product from L'Oreal which can go deeper on your skin until 10 layers of your skin different with other product essence, this statement sign of the maximal absorption of the product through the skin and make the skin brighter and clearer. The advertiser should pay attention with this technique because if the advertiser does not know about the consumer's condition, thus this advertisement will get success in the consumer's circumstances.

The sentence (5) "Day after day, my skin looks brighter and clear." (6) "New L'Oreal Paris Crystal Micro-Essence, now it's crystal clear." is assumed the advertiser can *suggest* the consumer, because from this sentence consumers will think again and again, because they idol is using the product and have a crystal clear skin, so they will buy it and use it.

## CONCLUSION

The researcher concludes that the finding of this research is the technique of persuasion in advertisement. The researcher found several types of technique persuasion that used in this research, there were *Rationalization* and *Suggestion*. The other techniques to persuade the consumers are also depend on the intended meaning of using modes persuasion, they are the personal character of the presenter and the advertiser should give evidences.

The persuasive languages used to justify the product's quality are clear, simple, informative, and conclusive. It makes the consumers interested in the product. In addition, the justification is used to control the consumer' emotion; it is hopefully that they can be persuaded rationally after receiving the argument.

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