

AN ANALYSIS OF PERSUASIVE TECHNIQUE USED GARNIER BEAUTY ADVERTISEMENT

Meli Yuniarti¹, Bela Rizky Utami²
English Literature¹
English Education²

Yuniartimely06@gmail.com
belarizkyutami83@gmail.com

Abstract

This research examines persuasive technique used in garnier pinkish radiance ultimate serum advertisement and the modes of persuasion that applied on the advertisement. The research is based on a descriptive 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.

Keywords: Persuasive, Advertisement, garnier pinkish radiance ultimate serum

INTRODUCTION

The word "persuade" comes from the Latin word "persuader" (Al Falaq & Puspita, 2021). A method of communication between speakers and listeners is what it is defined as in communication (Pranoto, 2021), persuasion requires stimuli from the speaker to elicit a response from the listeners (Pradana & Suprayogi, 2021). In addition (Sartika & Pranoto, 2021) defines persuasion as a verbal art with the goal of persuading someone to do something that is in line with the speaker's purpose at the time. Also, persuasion is defined as verbal communication that tries to get people to change their minds so they accept a belief they didn't know they had before (Nababan & Nurmaily, 2021). As a result, we can draw the conclusion that persuasion is the communication technique of using stimuli to persuade others and eliciting a response from listeners (Agustina et al., 2021). Because the goal of persuasion is to get others to understand and follow the message (Puspita & Pranoto, 2021), language is also necessary for communication in persuasion (Qodriani & Wijana, 2021). In addition, persuasion is referred to as a component of discourse analysis

(Endang Woro Kasih, 2018), which examines the language used in communication and the methods by which the addressee interpreted the linguistic messages (Kardiansyah, 2019).

Advertising is one area where persuasive techniques are used (Fithratullah, 2021). A form of communication aimed at persuading audiences or viewers to take some kind of action is advertising (EWK, 2018). It usually includes the name of a product or service (Novanti & Suprayogi, 2021), a description of how it could benefit customers (Sari & Putri, 2019), and a call to action to convince potential customers to buy or consume the particular brand (Qodriani, 2021). Additionally, in order to catch the consumer's attention, advertisements require a particular language (Istiani & Puspita, 2020). The language used in an advertisement should be appropriate for the target audience (Aminatun & Oktaviani, 2019b).

Internet has become a way of life for people to obtain more information in a simpler and more interesting manner than other forms of mass media (Oktaviani et al., 2022), the internet has emerged as the preferred method for entertaining them today (Sari, n.d.). Because of the widespread use of the internet and its interest (Lestari & Wahyudin, 2020), the media have become a means of communication in society and offer advertisers more strategies than other mass media for promoting their products (Purwaningsih & Gulö, 2021). Because the internet can be a medium for transferring an advertiser's message to a customer (Mertania & Amelia, 2020), the message of the advertisement needs to be correctly articulated, and the most important thing is to use a concise and clear language (Kuswoyo & Indonesia, 2021). As a result, the advertiser must select the appropriate words. The word choice should be correct and have the ability to persuade the customer. This means that advertisements should use language that is concise, clear, and free of ambiguity (Journal & Kiranamita, 2021).

The topic was chosen because it aims to investigate the various persuasive strategies and methods used in advertising. Also, starting with the fact that persuasive methods are very important in everyday life, especially in the advertising industry. This study focused on the persuasive methods and modes of persuasion that can be used in the advertisement for Garnier Cosmetics, particularly the advertisement for Garnier Pinkish Radiance Ultimate Serum.

LITERATURE REVIEW

Cosmetics for women are one of the most popular products or services on television (Gulö et al., 2021). Cosmetics, also known as make-up (Suprayogi & Pranoto, 2020), are substances or products that are used to improve or change the body's appearance or scent (Pranoto & Suprayogi, 2020). Many cosmetics are made to be applied to the body (Kuswoyo & Audina, 2020), face, and hair (Kuswoyo, Sujatna, Rido, et al., 2020). Typically, they are chemical compound mixtures; coconut oil, for example, comes from natural sources, while others are synthetic (Kuswoyo & Rido, 2019).

In addition, the researcher employs Aristotle's theory, which identifies three types of persuasive tactics, to gain a comprehensive understanding of the television commercial for woman cosmetics. This study aims to determine what kinds of persuasive strategies are used in television advertisements for woman cosmetics, how they are used, and why they are used in the ways they are.

Discourse analysis plays a significant role in human communication because it focuses not only on language and its meaning but also deeply on some aspects of communication (Kuswoyo, Sujatna, Indrayani, et al., 2020), like how, who, what, and when language is used (Oktaviani et al., 2020). This is in line with the argument made by who stated that discourse analysis is devoted to the study of what and how language is used (Aminatun & Oktaviani, 2019a).

According to (Mandasari & Oktaviani, 2018) "language in use is written texts of all kinds, spoken data, from conversation to highly institutionalized forms of talk," and "discourse analysis study language in use "Discourse analysis can be said to be concerned with both spoken and written data, which can come from mass media or other sources (Mandasari & Aminatun, 2020).

The author's discussion in this study focuses primarily on persuasive discourse. Adverts almost always use persuasive language to successfully introduce a product or service to customers. When creating an advertisement, the advertiser needs to use the right approach to pique the interest of potential customers. Keep in mind that many products are also promoted in television commercials.

The process of persuading others to do or believe something is known as persuasive strategy (Mandasari & Wahyudin, 2019). There are three distinct types of spoken word persuasive strategies, according to Aristotle. The first kind relies on the speaker's personal character—ethos (Heaverly & EWK, 2020), the second kind relies on getting the audience into a certain mindset—pathos; and the third kind relies on the proof, or apparent proof, provided by the speech itself—logos (Oktavia & Suprayogi, 2021). When the sentences convince us that they are true and credible, the speaker has successfully persuaded us with their personal character (Kardiansyah, 2021). One illustration of how persuasion is used in the advertisement is persuasive. In order to persuade customers, the advertiser always employed various tactics. According to (Kardiansyah & Salam, 2020) there are three ways to get a customer's attention.

METHOD

A descriptive qualitative method used in this study. The data were focused on the speech and utterances through Garnier 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 garnier pinkish radiance ultimate serum advertisement. 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 garnier pinkish radiance ultimate white serum:

Her skin is so radiant and flawless
even up close (taking picture close up)
my skin dull with visible pores.

New Garnier sakura white serum cream,
(it) contains for tightening serum
with sakura essence to tighten pores instantly
and give your skin up to 60 % more pinkish
radiance
now you can have pinkish radiance flawless
skin

According to the ad above, Garnier is a huge and well-known cosmetics brand. It comes from Paris and is a beauty cosmetic. This commercial features a serum cream from Garnier. Its brightening skincare line is the most popular in the world, and their advertisements on television and online are particularly effective.

It is possible that "Garnier" is adept at developing intimate relationships with the audience. The advertiser uses the pronouns "her, my, your, and you," as can be seen. Customers are thought to be addressed directly and personally by using the words "you" and "your" (second person singular). This is also known as "synthetic personalizations," and it means to address each person individually.

In order to convince the readers about the product, the advertisers use beautiful celebrity as a model for the representative of their products as the models get their present appearance because of using the product. They have Chelsea Islan as the ambassador of the advertisement. The model's representative can evoke the power towards people in the perception of beauty among people in society. The advertiser purpose is to persuade consumers easily. This is the way to catch the consumer's attention and their interest with the product. They agree that the term of 'beauty' is what the ads displayed. As Chelsea Islan is known as beautiful multi-talent actress. She's able to use 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. Besides beautiful model is presented, the advertisers also convince the readers through words which provide 'positive representation' and 'scientific evidence'. Those words give a power toward the consumers' delusion that their product can make them become beautiful.

To make the consumers accept that they need the product, there is Garnier positive and negative adjective statements. The positive statement is “her skin is so radiant and flawless pinkish radiance flawless skin” meanwhile the negative one is “my skin is dull with visible” The positive adjectives are related to the qualities of the product, e.g: strong, smooth, beautiful, radiant, flawless, and pinkish. Those positive adjective refer to the value that can be experienced by the consumers if they use that product or what people will get if they buy the product. When advertisers use adjective word in illustrating the product, those positive adjective will be inserted in the mind of people/audience. The negative adjective found in the ads is “dull”. The word word “dull” refers to the skin. Undoubtedly, no one wants the negative conditions (negative adjective) in their skin (dull skin). In order to avoid this negative. adjective (condition) people /audience are expected to buy or use the product. This advertisement also contain repetition. Such as “radiant” “flawless” “pores” “sakura” “skin” “pinkish” the repetition words that show repeat twice until three times. The use of repetition is to emphasize the benefit of the product being advertised. By showing these words 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 flawless and radiantl, by using this product you get more effort rather using the other product. The sentence “(it) contains for tightening serum with sakura essence to tighten pores instantly and give your skin up to 60 % more pinkish radiance” its assumed by the advertiser that the consumer will need this ingredient which can make skin become pinkish, flawless, radiance 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. All these words have social significance to people in or it can be said that ads can affect public in term of social. Since Garniers advertisement are one of the popular ads, so it can be seen in public. After seeing/hearing many times, ads will influence public in such a way of thinking. People will agree that those products in ads will enhance their appearance.

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 and strategies

that used in this research, such as irrealiss representation, scientific evidences, and emotive words are used to influence the people. 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. It manipulate women by giving facts about their beauty products through words which provide 'positive representation', Then, advertisers also use 'emotive words'; this kind of language is used to connotes their power over beauty to overcome unattractiveness. In addition, the justification is used to control the consumer' emotion; it is hopefully that they can be persuaded rationally after receiving the argument.

REFERENCES

- Agustina, E. T., Wahyudin, A. Y., & Pratiwi, A. A. (2021). *The Students ' Motivation and Academic Achievement at Tertiary Level : A Correlational Study*. 1(1), 29–38.
- Al Falaq, J. S., & Puspita, D. (2021). Critical Discourse Analysis: Revealing Masculinity Through L-Men Advertisement. *Linguistics and Literature Journal*, 2(1), 62–68.
- Aminatun, D., & Oktaviani, L. (2019a). Memrise: Promoting students' autonomous learning skill through language learning application. *Metathesis: Journal of English Language, Literature, and Teaching*, 3(2), 214–223.
- Aminatun, D., & Oktaviani, L. (2019b). Memrise: Promoting Students' Autonomous Learning Skill through Language Learning Application. *Metathesis: Journal of English Language, Literature, and Teaching*, 3(2), 214. <https://doi.org/10.31002/metathesis.v3i2.1982>
- Endang Woro Kasih, E. (2018). Formulating Western Fiction in Garrett Touch of Texas. *Arab World English Journal For Translation and Literary Studies*, 2(2), 142–155. <https://doi.org/10.24093/awejtls/vol2no2.10>
- EWK, E. N. (2018). Redefining Hybridity of Chicano Literature in Jimenez's Fictions. *The Center for Asia and Diaspora*, 8(2), 293–319. <https://doi.org/10.15519/dcc.2018.06.8.2.293>
- Fithratullah, M. (2021). Representation of Korean Values Sustainability in American Remake Movies. *Teknosastik*, 19(1), 60. <https://doi.org/10.33365/ts.v19i1.874>
- Gulö, I., Setiawan, D. B., Prameswari, S. R., & Putri, S. R. (2021). MENINGKATKAN KEPERCAYAAN DIRI ANAK-ANAK PANTI ASUHAN DALAM BERBICARA BAHASA INGGRIS. *Adimas: Jurnal Pengabdian Kepada Masyarakat*, 5(1), 23–28.

- Heaverly, A., & EWK, E. N. (2020). Jane Austen's View on the Industrial Revolution in *Pride and Prejudice*. *Linguistics and Literature Journal*, 1(1), 1–6. <https://doi.org/10.33365/llj.v1i1.216>
- Istiani, R., & Puspita, D. (2020). Interactional Metadiscourse used in Bloomberg International Debate. *Linguistics and Literature Journal*, 1(1), 13–20.
- Journal, L., & Kiranamita, S. (2021). *THE PORTRAYAL OF MALIGNANT NARCISSM IN THE VILLAIN*. 2(1), 33–40.
- Kardiansyah, M. Y. (2019). Wattpad as a Story Sharing Website; Is it a field of literary production? *ELLiC Proceedings*, 3, 419–426.
- Kardiansyah, M. Y. (2021). Pelatihan Guru dalam Penggunaan Website Grammar Sebagai Media Pembelajaran selama Pandemi. *English Language and Literature International Conference (ELLiC) Proceedings*, 3, 419–426.
- Kardiansyah, M. Y., & Salam, A. (2020). The Translator's Strategy as a Cultural Mediator in Translating Indonesian Novel into English. *4th International Conference on Language, Literature, Culture, and Education (ICOLLITE 2020)*, 413–418.
- Kuswoyo, H., & Audina, A. Y. (2020). Consecutive Interpreting Strategies on A Court Setting: A Study of English into Indonesia Interpretation. *TEKNOSASTIK*, 18(2), 90–102.
- Kuswoyo, H., & Indonesia, U. T. (2021). *TRANSITIVITY ANALYSIS OF PRESIDENTIAL DEBATE BETWEEN TRUMP AND TRANSITIVITY ANALYSIS OF PRESIDENTIAL DEBATE BETWEEN TRUMP AND BIDEN IN 2020*. December. <https://doi.org/10.33365/llj.v2i2>
- Kuswoyo, H., & Rido, A. (2019). Process types of transitivity system in engineering lecture introduction: A pedagogic discourse. *Lingua: Jurnal Bahasa Dan Sastra*, 19(2), 85–96.
- Kuswoyo, H., Sujatna, E. T. S., Indrayani, L. M., & Rido, A. (2020). Theme Choice and Thematic Progression of Discussion Section in Engineering English Lectures. *Asian EFL Journal*, 27(4.6), 171–203.
- Kuswoyo, H., Sujatna, E. T. S., Rido, A., & Indrayani, L. M. (2020). Theme Choice and Thematic Progression of Discussion Section in Engineering English Lectures. *Proceedings of the 4th International Conference on Learning Innovation and Quality Education*, 1–10.
- Lestari, M., & Wahyudin, A. Y. (2020). Language learning strategies of undergraduate EFL students. *Journal of English Language Teaching and Learning*, 1(1), 25–30.
- Mandasari, B., & Aminatun, D. (2020). VLOG: A TOOL TO IMPROVE STUDENTS' ENGLISH SPEAKING ABILITY AT UNIVERSITY LEVEL. *PROCEEDINGS UNIVERSITAS PAMULANG*, 1(1).
- Mandasari, B., & Oktaviani, L. (2018). The Influence of Nias Language to Bahasa

- Indonesia. *Premise: Journal of English Education and Applied Linguistics*, 7(2), 61–78.
- Mandasari, B., & Wahyudin, A. Y. (2019). Flipped Classroom Learning Model: Implementation and Its Impact on EFL Learners' Satisfaction on Grammar Class Corresponding Email Article's History Flipped Classroom Learning Model: Implementation and Its Impact on EFL Learners' Satisfaction on Grammar C. *Ethical Lingua*, 8(1), 2021.
- Mertania, Y., & Amelia, D. (2020). Black Skin White Mask: Hybrid Identity of the Main Character as Depicted in Tagore's The Home and The World. *Linguistics and Literature Journal*, 1(1), 7–12. <https://doi.org/10.33365/lj.v1i1.233>
- Nababan, R. M., & Nurmaily, E. (2021). *THE HYPERMASCULINITY AS SEEN IN THE MAIN CHARACTER IN RAMBO : LAST BLOOD MOVIE*. 2(1), 25–32.
- Novanti, E. A., & Suprayogi, S. (2021). Webtoon's Potentials to Enhance EFL Students' Vocabulary. *Journal of Research on Language Education (JoRLE)*, 2(2), 83–87. <https://ejurnal.teknokrat.ac.id/index.php/JoRLE/index>
- Oktavia, W. R., & Suprayogi, S. (2021). GRAMMATICAL COHESION IN BORIS JOHNSON'S SPEECH ENTITLED CORONAVIRUS SPREAD IN UK. *Linguistics and Literature Journal*, 2(1), 8–16.
- Oktaviani, L., Riskiono, S. D., & Sari, F. M. (2020). Perancangan Sistem Solar Panel Sekolah dalam Upaya Meningkatkan Ketersediaan Pasokan Listrik SDN 4 Mesuji Timur. *Prosiding Seminar Nasional Darmajaya*, 1, 13–19.
- Oktaviani, L., Suaidah, Aldino, A. A., & Lestari, Y. T. (2022). *Penerapan Digital Marketing Pada E-Commerce Untuk Meningkatkan Penjualan UMKM Marning*. 379–385.
- Pradana, F. A., & Suprayogi, S. (2021). *CRITICAL DISCOURSE ANALYSIS ON CHINESE AND AMERICAN NEWS WEBSITES*. 2(2), 84–92.
- Pranoto, B. E. (2021). Insights from Students' Perspective of 9GAG Humorous Memes Used in EFL Classroom. *Thirteenth Conference on Applied Linguistics (CONAPLIN 2020)*, 72–76.
- Pranoto, B. E., & Suprayogi, S. (2020). Incorporating 9GAG memes to develop EFL learners' speaking ability and willingness to communicate. *IJEE (Indonesian Journal of English Education)*, 7(2), 130–144.
- Purwaningsih, N., & Gulö, I. (2021). Representation of Reynhard Sinaga in Bbc News and the Jakarta Post. *Linguistics and Literature Journal*, 2(1), 50–61.
- Puspita, D., & Pranoto, B. E. (2021). The attitude of Japanese newspapers in narrating disaster events: Appraisal in critical discourse study. *Studies in English Language and Education*, 8(2), 796–817.
- Qodriani, L. U. (2021). English interference in bahasa Indonesia: A phonology-to-

- orthography case in Instagram caption. *English Language and Literature International Conference (ELLiC) Proceedings*, 3, 349–355.
- Qodriani, L. U., & Wijana, I. D. P. (2021). The ‘New’ Adjacency Pairs in Online Learning: Categories and Practices. *Ninth International Conference on Language and Arts (ICLA 2020)*, 121–125.
- Sari, F. M. (n.d.). *Study-from-home program: motivational beliefs of college students in the online learning environment*.
- Sari, F. M., & Putri, S. N. (2019). Academic Whatsapp group: Exploring students’ experiences in writing class. *Teknosastik*, 17(2), 56–65.
- Sartika, L. A., & Pranoto, B. E. (2021). *Analysis of Humor in the Big Bang Theory By Using Relevance Theory : a Pragmatic Study*. 2(1), 1–7.
- Suprayogi, S., & Pranoto, B. E. (2020). VIRTUAL TOURISM EXHIBITION ACTIVITY IN ENGLISH FOR TOURISM CLASS: STUDENTS’ PERSPECTIVES. *Celtic: A Journal of Culture, English Language Teaching, Literature and Linguistics*, 7(2), 199–207.