

LANGUAGE POWER IN ADVERTISEMENT INVESTIGATION PERSUASIVE STRATEGIES IN THE SLOGAN PRODUCT “MS GLOW” ON TIKTOK

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ABSTRACT

This study deals with the analysis of Persuasive Strategies Used in Slogan product “MsGlow” on TikTok. Ms Glow is the one famous brand of the beauty from local brand and also every woman uses the product of Ms Glow. It is the reason why the researcher use Ms Glow as an object in the product can to be the researched. Ms Glow product has several slogan in advertising their product. The objectives of this research is to identify the kinds of persuasive strategies and describe the way or modes persuasive strategy used in slogan product of Ms Glow. Qualitative research was applied to analyze the data. That the qualitative research is focused on analyzing the data in the form of words, and not about numerical data. The researcher used 15 slogan advertisement on official account Ms Glow on TikTok. In collecting the data the researcher browsed the slogan advertisement by searching on Ms Glow official account on TikTok, and then the researcher chosen the slogan advertisement of TikTok to be analyzed. The next, the researcher identified the slogan, understanding what the kinds of persuasive strategies used in the slogan and the way or modes to persuade consumers. The result of the data analysis show the researcher found and analyzed about persuasive strategies. The types of persuasive strategies, there are: rationalization (5 data), . They are: rationalization (7 data), identification (1 data), suggestion (6 data), conformity (9 data) and compensation (1 data). And mostly used in caption is rationalization and conformity. And the way to persuade consumers, those are: ethos (6 data), pathos (5 data) and logos (4 data).

Keyword: Persuasive Strategy, Tik-Tok, Ms Glow

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1. INTRODUCTION

Language is a means of communication. It transfers knowledge from one person to another and from one generation to another. The structure of language in advertisements influences the power of persuasion language which is commonly found in printed and visual media Flergin, (2014). Generally, the purpose of advertisements, both in offline basis and online basis, is to persuade the recipients. Persuasion is commonly found in political campaigns, propaganda, speeches, or in advertisements, since the main aim of them is to persuade people to follow their roles or to buy their products. Actually, one of the easiest ways to find out the term of persuasion itself is in advertisements. Advertisement exists to help to sell things. Advertisement is about the commercial promotion of the brand of one product. It is designed, consciously or unconsciously to create and strengthen consumer impressions of the brand

advertised, so that they would be more likely to buy it, or to buy it more often. Doan, (2017) stated that advertising aims to capture the customer's attention, make the impression unforgettable and persuade consumers to buy the product. It is in magazines, newspapers, television, and also on the internet. Advertisement sells goods and services to us for our use in this world. In giving information, advertising has two ways they are through electronic such as television, radio, internet, and display advertisement that is found in newspapers, magazines, catalogues, and so on. Ms Glow is one of the local brands that presents a series of skincare for Indonesian women. Founded in 2013, Ms Glow belongs to two friends namely, Shandy Purmasari and Maharani Kemala. The product has received a BPOM certificate so that it is proven to be safe. It is be a reason why the researcher use a Ms Glow as an object in the product can be the research. Ms Glow has a several caption in to advertising their product for example is "magic for skin" that has into strategies to make consumers interested with their product.

At the moment many media can be used to promote their products to consumers, that is a social media. Sosial media can be used as a tools to promote and introduce their products to a public. One of the social media is TikTok, because of TikTok is a visual platform in the form of music and videos that is currently very popular with everyone. TikTok is also a place for content creators to develop their unique ideas, from tiktok we can also find out what is happening right now, there are many positive things that can also be taken from using TikTok. Therefore the short duration of Tik Tok videos is also felt to be more practical and makes it easier for promoters to promote the products they want to offer so that they become a medium in popularizing the brand through TikTok. Many other products are compete to create a Tiktok account to promoted their consumers. In this era everything doing with a mobile phone, especially the caption from skincare beauty by Ms Glow chosen in this research because it is very interesting to study. This researcher aim to investigate about the types of the persuasive strategies and how persuasive strategies used in Ms Glow product in their advertisement. Strategy is the means by which we aim to achieve the objectives, or it is the overall way or step to get a specific goal. Persuasion strategy is plans or steps of an action to make someone believe something by giving them a good reason to do a certain purpose. Persuasion theories has been in discussion for quite some time now, as Aristotle in Rhetoric W. Rhys Roberts, Trans. (1954) discussed the strategy of persuasion is called as the concept of rhetoric or modes of proof|| by means of ethos (appeals to credibility), logos (appeals to logic), and pathos (appeals to emotion). Where strategies are needed to promote the products they want to offer so that consumers are interested and want to try the products being promoted, the researcher wants to know what persuasive strategies they use so that these products can attract or influence consumers to use these products.

The researcher interested to analyzed the persuasive strategies that used by manufacturers in advertising because they are well-known brands in Indonesia, and many people don't know what kinds of persuasive strategies, therefore this research also aims to provide an explanation of how many kinds of persuasive strategies are used in this research In addition, the advertisements also posted on online version, so that everyone around the world can access it and also can buy it anytime and anywhere easily from their gadgets. Researcher are also interested in seeing strategies they used to attract customers to buy their products, because many people don't know what strategies is the most dominant.

2. RESEARCH METHOD

This research would be conduct by using qualitative methods. This research would identify and analysis persuasive strategies used in caption advertisements of Ms Glow. So this research use the descriptive data to know the variations the language and the meaning in persuasive strategies caption of Ms Glow on TikTok This research would take the data from the caption of Ms Glow on TikTok. From this research, the researcher find all the advertisements of Ms Glow on TikTok from the official account Ms Glow (@msglowbeauty) from the link (<https://www.tiktok.com/@msglowbeauty>). The researcher do some steps: The first, the researcher would browse the caption advertisement from the Ms Glow by searching on Ms Glow official account on TikTok. The second, the researcher would identify the caption advertisement of Ms Glow would analyze. The third, the researcher would clasify the caption, understand what the kinds of persuasive strategies used in the caption and the way or modes to persuade consumers that how is used in this advertisements based on the problem of study.

3. RESULTS AND DISCUSSION

This study was done to determine the persuasive strategies of slogan product Ms Glow on TikTok by using Keraf (2017) & Aristotle (1954) theory. Persuasive is an action intended to influence or encourage the mind, manner or opinion of another based on some reasonable arguments. According to (Keraf, 2017) there are seven types of persuasive strategies: rationalization, identification, suggestion, conformity, projection, and displacement. However, the researcher limited 5 types to be studied, namely rationalization, identification, suggestion, conformity, and compensation. The following is an explanation of each type of persuasive strategies:

3.1. Rationalization

The rationalization strategy used persuasive word such as impossible words but still make sense or have logical reasons. In making a caption advertisement, the advertiser should know well about what the consumer's needs, hopes, wants, and how their attitude and belief are. By knowing those things, the advertisers can justify the quality of the product. The types of rationalization strategy can be found in the data 1, 2, 5, 6, 7, 9, and 12. The statements about the product draw the good quality of each product using convincing words. For example from data 1, 'Dengan Moisturizer Ini, 100% Mengatasi Kulit Keringmu & Kelembabanmu Tetap Terjaga' in the slogan, the sentence is a rationalization strategy. This is found the sentence "Dengan Moisturizer Ini, 100% Mengatasi Kulit Keringmu & Kelembabanmu Tetap Terjaga" Where in this sentence the the advertiser tried show consumers the benefits of the product with some logical statement. This caption convinces the consumers through the formulation of the product. In the sentence "100% Mengatasi Kulit Kering" it is clear that the advertiser use words to show the truth of the benefits of a product to attract consumers so that potential consumers choose the product.

Comparing the research conducted by Atikah Sari, (2018) with the title of her research "Persuasive Techniques Used In Advertisements At Instagram" It is showed that her finding similar with researcher finding. In her research, she found a slogan 'Magic For Skin' is a logical statement that technique strategies persuasive the same used to attract consumer. Thus, the slogan attractive the consumers also the same as the slogan found by the researcher, namely '100% mengatasi kulit kering', it will make consumers interested in using the product.

3.2. Identification

The Identification strategy is the process of identifying consumers in advertisements. Identification is also required for the advertisers and it can be the key to making their advertisement successful in the market because from identification techniques advertisers would know about consumers, for example young or old of the consumers, male or female, educated or uneducated and etc. From identification, the advertiser also has to analyze the consumer's needs and based on the situation accurately. The types of identification strategy can be found in data 10. For example, 'Nails Polish harus stay halal ya, Beauties' the types of persuasive strategies used in this advertisement caption in identification strategy. This caption show that the product of nail polish is halal and can be used especially for Muslims, so the people can use this product easily. That way it would certainly be easier to influence consumers.

Comparing to research conducted by Maya Aulia Rizka, (2016) entitled "Persuasive Techniques Used In Nike Advertisement" it is showed that the finding also similar with other finding for this type. In her research, she found a slogan "Start With Halal". The identification strategy was utilized in the "Start With Halal" slogan advertisement. Meanwhile, using a persuasive strategy, namely identifying products, can protect consumers from products that may not be used by Muslims.

3.3. Suggestion

The suggestion is a key in persuading consumers. Advertisers must choose good words to make them acceptable to consumers. An attempt to persuade consumers to accept a particular belief or establishment without providing a logical basis of belief in consumers who want to be influenced. The types of suggestion strategy can be found in the data 1, 4, 5, 6, 13, & 14. Example from, data 5 " Kulit wajah iritasi? Kemerahan akibat terbakar sinar matahari? Tenangkan kulitmu dengan Ms Glow Juice

Moisturizer varian Watermelon “. The caption was created based on the current situation where everyone must wear this Ms Glow Juice Moisturizer when your skin is irritated and red from the sun which in this part the advertisers want to provide a product with good quality that can protect skin from UV light. This caption would certainly attract the consumer’s interest because it is still difficult to find products that have formulas to overcome skin problems caused by this product. This caption used a suggestion strategy. Comparing to research conducted by Atikah Sari, (2018) entitled “ Persuasive Techniques Used In Advertisements At Instagram”. In her research, she found a slogan “ Beauty Solusion”. This slogan can inspire and give recommendation to consumer for being confidence when using the product, which will speed up the process of getting ready and also brighten up instaly. The use of product-appropriate phrases will make it easier for consumers to be interested in the product. Meanwhile, in the slogan that the reseachers got, namely “ Kulit wajah iritasi? Kemerahan akibat terbakar sinar Matahari? Tenangkan kulitmu dengan Ms Glow Juice Moisturizer varian Watermelon”, in the slogan, advertisers give the suggestion to consummers to use products from TikTok where peoples can interesting the product.

3.4. Conformity

Conformity strategy is to confirm to something that has been intended or make something similar to the thing at the time. This strategy has similarities with the identification strategy, conformity is a way of thinking to adapt the advertiser to the consumer’s condition. The advertiser presents only a few things in the same way as the reader, whereas in conformity strategy the advertiser shows that they are capable of acting as the reader themselves. Conformity strategy aims to provide an idea of how a product has real capabilities as expected by potential consumers. The types of conformity strategy can be found in the data 1, 3, 5, 7, 9, 11, 12 & 15. Example from, data 9 “ Untung ada JJ Glow ya beauties, jadi gak takut paparan sinar Matahari lagi deh “, the types of persuasive strategy used in this caption is conformity strategies. In this caption, the advertisers show lucky to have this product so that protect our skin from UV. This product have a benefit when the consumers do the activites outdoor so it make consumers be protect for their skin. Comparing to research conducted by Maya Aulia, (2018) entitled “Persuasive Techniques Used In Nike Advertisement”. Based on her research, she found a slogan “Inspiring Beauty”, is a logical statement that product will be inspire Indonesian women with their beauty. Thus, consummers will be attracted to the product marketed under the slogan Inspiring Beauty and this is also the same as the slogan found by the researcher, namely ‘Persuasive Technique Used In Nike Advertisement’ it wil make consumers interested in using the product.

3.5. Compensation

In this strategy, the advertisers used the different situation with the situation before to influence the consumers. The consumers would get or find a better situation after using this product. Compensation strategy aims to offer a product better than another product through the advantages of the products. The types of compensation strategy can be found in the data 2. From example, “Miss Rusia & Uganda aja gamau, masa kamu masih bertahan sama yang ngasih merkuri”, In this caption, the advertiser used a compensation strategy based on Keraf’s, (2004) theory, the advertisers used the different situation with the situation before to influence the consummers. This advertiser user the slogan “Masih tergoda dengan merkuri?”, wich refer to the product Ms Glow better and safety than the other product. Thus, what consumers more interested because in this product there is no mercury. Comparing to research to conducted by Maya Aulia Rizka, (2016) entitled “Persuasive Techniques Used In Nike Advertisement”. The researcher of this research found the types of persuasive strategies, that is compensation. Meanwhile, in the slogan that researchers got, namely “Masih tergoda dengan merkuri?” aadvertiser give technique the language that used in the advertisement more attractive the consumers to buy the product. Meanwhile, the ways to persuade consumers which are the second part of research problem, the advertiser used persuasive strategies in each data based on theory of Aristotle, those are: ethos, pathos, and logos.

3.6. Ethos

In this research, ethos found in data 1, 2, 5, 9, 12, and 13. The way that the advertiser used to persuade consumers is shown by the quality and credibility of the product. The caption in the advertisement represent the superiority and benefits of the product which can make the advertisement more convincing and interesting. For example, in the caption from this sentence "Dengan Moisturizer ini, 100% mengatasi kulit keringmu & kelembabanmu tetap terjaga", the advertiser showed the superiority of the product by giving logical statements with proving some evidence. Therefore, consumers can have faith and interest in the product. Comparing to research conducted by Fauzan, (2013) entitled "Persuasive Strategies Used In Captions of Cigarette's Advertisement", found that, on slogan "Men Have Taste" advertisement, for instance, the advertiser demonstrates the benefit and quality of the product by providing a logical explanation, and the image of the product demonstrates the product's quality. Thus, consumers can develop confidence and interest in a product. This is the same as research at Ms Glow on TikTok, for example in the slogan "Dengan Moisturizer ini, 100% mengatasi kulit keringmu % kelembabanmu tetaap terjaga" the slogan attract the attention of readers to use the product.

3.7. Pathos

Pathos in this research can be found in data 3, 4, 10, 11 and 15. Based on Aristotle's (1954) theory about the way to persuade consumers, the advertiser tried to persuade or influence the consumer's emotions. From the caption Ms Glow cosmetic products, some utterances or words are used to influence 45 consumer's emotion. Comparing to research conducted by Fauzan, (2013) entitled "Persuasive Strategies Used In Captions of Cigarette's Advertisement", found that, on slogan "Men Have Taste" for example, in data 3 and 4, the researcher found a advertisers used the word "favorit" and "suka" that can make the consumers feel like because they can believe and trust using this product. Same as the researcher found on Ms Glow, the advertisement used the slogan to attract consumer attention.

3.8. Logos

Logos in this research were found in the data 6, 7, 8, and 14. The way to persuade consumers is by giving logical information and some evidence to support the information as the way to attract the consumers. For example, in the caption "Yuk beauties, skincarean dulu sebelum tidur biar makin glowing", the advertiser stated about the product and gave some evidence contained in the product listed in the picture of the advertisement. By providing evidence of the product, it can make consumers more attracted to buy and use the product. Comparing to research conducted by Fauzan, (2013) entitled "Persuasive Strategies Used In Captions of Cigarette's Advertisement", found that, the slogan "feel good do good" the advertiser asserted about the product and provided evidence of the product's benefit enumerated in the advertisement. Same as the researcher found on Ms Glow, from the slogan consumers can feel good about themselves, because the slogan makes them curious about what it means. From the explanation of similar research above, the research examines persuasive strategies which are a form of communication that strengthens the influence of argumentation in order to produce a commitment to follow the purpose of persuasion. Advertisers try to appeal to consumer's intellect or their fantasies and feeling in an effort to create a desirable image for their brand, so that consumers buy it one day. From this explanation, previous research hal also examined this, but the object of research is the difference between the research describe above. By Atikah Sari, (2018) studied persuasive strategies in advertisement At Instagram, while the researcher's research examined persuasive strategies in Ms Glow advertising slogans on TikTok. The difference in research results showed that in previous studies, in the advertisement woman cosmetic on products of Ms Glow on TikTok the types of persuasive strategy used in the caption are conformity strategy and rationalization strategy and each advertisement used more than one persuasive strategy in the caption. And also in the advertisement woman cosmetics on product of Ms Glow on TikTok the way to persuade consumers used in the caption advertisement is ethos.

4. CONCLUSION

Based on the data from the data in table 1 and table 2, it has obtained some conclusions as follows:

1. There are 5 types of persuasive strategies that are used five types of persuasive strategies using on advertisement woman cosmetics on products of Ms Glow on TikTok. They are: rationalization (7 data), identification (1 data), suggestion (6 data), conformity (9 data) and compensation (1 data). And mostly used in caption is rationalization and conformity. 2. The way that the advertiser used to persuade consumers in the data used three ways, those are: ethos (6 data), pathos (5 data) and logos (4 data). In this research, mostly ethos as the way to persuade consumers. 3. Persuasive strategies used in caption of on advertisement woman cosmetics on products of Ms Glow on TikTok because the persuasive strategies have a meaning to influence the mind, manner or opinion of someone with some reason and evidence. By using persuasive strategies, the caption in the advertisement would look more attractive and so that it would make consumers more confident to buy the products offered by the advertisers. These are some types and ways strategies that can be used to influence the consumers according to the needs and circumstance of the consumers.

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