

AN ANALYSIS OF PERSUASIVE STRATEGIES USED IN SLOGAN WOMAN COSMETIC PRODUCTS “SAFI” ADVERTISEMENT ON INSTAGRAM

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ABSTRACT

This research investigates about the persuasive strategies used in slogan woman cosmetic products “Safi” advertisement on Instagram. Making use of slogan in advertisement has increased so considerably that a large proportion of today’s advertisements. The objectives of this research to find out the type of persuasive strategies and the way to persuade consumers used in slogan advertisement of Safi cosmetic products. This research used qualitative method. The researcher uses Keraf (2007:124) theory about the types of persuasive strategies and Aristotle (1954) theory about the way to persuade consumers. In this research, the researcher used 22 data of slogan advertisement from Safi official account on Instagram. Based on the data analysis, the researcher found that there are five types of persuasive strategies used in this research, they are rationalization (9 data), identification (4 data), suggestion (5 data), conformity (11 data) and compensation (8 data). And the way to persuade consumers, they are: ethos (11 data), pathos (2 data) and logos (9 data). Persuasive strategies must be used in slogan woman cosmetic products because the persuasive strategies have a meaning to influence the mind, manner or opinion of someone with some reason and evidence.

Keyword: Persuasive Strategies, Slogan, Safi, Advertisement.



1. INTRODUCTION.

Language is an important thing in life, so it is not excessive when language is termed as the heart of human life. It is because language can support the interaction process between humans. Knowledge about language is important, because language is used in daily to communicate with others. The aim of communication is persuasion. (Andersen, 1971) argue that persuasion is a communication process in which the communicator seeks to elicit a desired response from his receiver. Persuasion can help people to deliver their purpose using polite languages and polite ways. Persuasion in advertisement needs a certain language to take sympathy from the costumers.

Advertising language is one form of social practice (Murtatik, 2013). The language of persuasion is most important for a successful advertising campaign. To market the product, the use of language must certainly be understood by the opponents because through language the intent in the mind can be channeled properly and its meaning can be easily accepted by the opponent. Making use of slogans in advertisements has increased so considerably that a very large proportion of today’s advertisements and in advertising slogans (Boush, 1998). Advertising slogans are considered as an attractive means which offer novelty for a product. (Pilatova, 2015) defined that a short, simple and

lack of complex grammatical structure are the characteristics of appropriate slogan employed by institutions, so it is well understood by readers. In other words, a slogan should implicate language pattern comprises memorable words to convey the message so it is easily remembered by the customers. The idea in the

slogan is a tool that helps costumers to identify the brand. Dowling and Kabanoff (1996:64) state that advertising slogans are a few words that appear beneath of beside the corporate name at the bottom of a print advertisement and are separated from the body copy for easy recognition.

In making an advertisement, the advertisers need strategies to influence and persuade the consumers. For instance, while promoting the products, cosmetics advertisement used some types of strategies to persuade the consumers that the product is a good one. Most of the cosmetics language use persuasive strategies to persuade consumers. Therefore, it makes the researcher interested in investigating about persuasive strategies and the way to apply this strategy in advertisement. Nowadays, people can find a lot of advertisements that exist in many sources, one of them is social media. Marketing and advertising used in social media especially Instagram, such as the company of products a brand of cosmetics it is very popular in among the women, the name is "Safi".

In this research, the research uses (Keraf, 2017) theory with seven types of persuasive strategies there are rationalization, identification, suggestion, conformity, compensation, displacement and projection. And also uses (Aristotle, 1954) theory about the way to persuade consumers there are ethos, pathos and logos. Therefore, this research focused on persuasive strategies used in slogan advertisements woman Cosmetics Products Safi on Instagram and what a meaning in the persuasion that apply in Safi Cosmetic products in their advertising.

7 types of persuasive strategies according to (Keraf, 2017) there are:

1. Rationalization

Rationalization is a process of using reason to give a justification for an issue, where the basis or reason is not the direct cause of the problem. Rationalization aims to show the truth the benefits about the product to attract consumers so that prospective consumers will choose and buy the product. Spoken truth in persuasion is not absolute truth, but only truth serves to lay the way for desires, attitudes, beliefs, decisions or actions that have been determined can be justified.

2. Identification

Identification is an activity in which the writer must identify writing with the reader. Identification persuasion is always trying to prevent situations of conflict and questionable attitudes, then the speaker should analyze their presence and the whole situation, then the speaker will be more easily identify their persuasion with the audience.

3. Suggestion

Suggestion is an undertake to influence or persuade people to accept a certain belief or establishment without giving a logical basis to the people who wants to be influenced. Suggestion aims to persuade consumers to admit the excellence of a product through people that have dignity to follow. The conformity between color, background, pictures, interesting word and the use of famous people of the advertisement will make the consumers influence.

4. Conformity

Conformity is a desire or measure to make themselves similar to something else. In persuasion, people who do persuasion use this strategy to conform to the beliefs that want in persuasion. Conformity and identification are often considered similar. The difference, in the identification of the speaker presents only a few things pertaining to them with the audience while in the speaker's conformity show that they were able to do and act as an audience as well. The aims of conformity strategy is to give an overview of how a product has a real ability as expected by potential consumers.

Compensation

Compensation is an action or a result of an effort to looking for a substitute for something that is not acceptable. That matter done if a situation has experienced a frustation. A writer will be able to easily persuade the audience by encouraging the reader to perform a desired action by showing make sure they have new abilities.

5. Displacement

Displacement define as a process that seeks to replace a purpose that experiences obstacles with another purpose that synchronously replaces the emotions. Change seeks to take consumers emotions whether happiness or sadness and prevent with new objects.

6. Projection

Projection is a technique to make something that was subject becomes object. A character that a person has is no longer approved as a nature, but is cast as the nature and character of another. If there is someone asked to describe about someone who is not endreaded, it will attempt to describe something good about himself. In this projection, the advertisers will reveal weakness about some products that are considered competitive and then show the benefits of using their product to show the difference between their products and other products.

7 strategies to persuade consumer attention based of (Aristotle, 1954) theory:

1. Ethos

Ethos is an appeal to credibility or character. The persuasive technique of ethos relates to ethics. For the ethical appeal, writers or speakers want to convince the audience that they are a credible source. Audiences listen to and believe people whom they believe are ethical. Some authors are experts in their topic, so they have credibility all ready. For the rest of us, we must convince the audience. It is how well the presenter convinces the audience that he or she is qualified to present (speak) on the particular subject.

2. Pathos

Pathos is an appeal to the audience's emotions. The persuasive technique of pathos relates to the emotional, or sympathetic appeal. Speakers and writers use pathos to garner sympathy from an audience. In addition, successful writers engenders the target emotions from the audience. Pathos can be particularly powerful if used well, but most speeches do not solely rely on pathos. Pathos is most effective when the author or speaker demonstrates agreement with an underlying value of the reader or listener. In addition, the speaker may use pathos to appeal to fear, in order to sway the audience. Pathos may also include appeals to audience imagination and hopes; done when the speaker paints a scenario of positive future results of following the course of action proposed.

3. Logos

Logos is message argument. The persuasive technique of logos relates to logic and reasoning. This appeal means citing facts and statistics, citing authorities on the subject, and making logical analogies. It is normally used to describe facts and figures that support the speaker's topic. Having a logos appeal also see above because information makes the speaker look knowledgeable and prepared to his or her audience. However, the data can be confusing and thus confuse the audience. Logos can also be misleading or inaccurate.

2. RESEARCH METHOD

In this research, the researcher used qualitative methods to identify the types of persuasive strategies, the way to persuade consumers and to know why slogan in Safi advertisement used persuasive strategies. (Miles, Huberman, & Saldana, 2014) explain that the qualitative analyst interprets what things mean by noting patterns, explanation, causal flows and proportions. It means that qualitative methods focused on explaining about the subject of the research. Qualitative analysis needs to be greatly documented as a process mainly to help us learn. We need to understand more obviously just what is going on when we analyze data, in order to reflect, refine our methods and make them more generally usable by others.

This research was identified and analyzed persuasive strategies used in slogan advertisements of beauty product Safi. The qualitative research procedure which descriptive data. The results of the analysis in this research will take the form of variations in the language and the meaning used in slogan of persuasive strategies.

Technique of Analysis

Data The technique of analysis data in this research used a theory from (Miles, Huberman, & Saldana, 2014). According to the theory, analysis data was carried out through the following steps, there are:

1. Data Condensation

Data condensation refers to the process of selecting, focusing and simplifying the data. In this research, the researcher search the picture from Safi official account that contains a slogan to be analyzed.

2. Data Display

Data display is an organized, compressed assembly of information that allows conclusion drawing and action. In this research, the researcher clasifying the data based on the types of persuasive strategies and the way to persuade consumers in two table. After that, analyzing the data based on the the types of persuasive strategies and the way to persuade consumers.

3. Drawing and Verifying Conclusion

From the data condensation and data display, the researcher get the conclusion from the research about the types of persuasive strategies and the way to persuade consumers based on slogan in Safi advertisement.

3. DATA AND DATA ANALYSIS

The data collection of this research from collected the picture, identifying the data and classifying the data from the slogan woman cosmetic products Safi official account on Instagram (safiindonesia) from the link (<https://instagram.com/safiindonesia?igshid=eno2i6ovfovz>). The object of this research was to find based on the data from the slogan advertisement are classified from the types of persuasive strategies and the way to persuade consumers. From the data collection, the slogans used in this research contained 22 slogans. Data analysis in this research used Miles, Huberman & Saldana (2014) theory those are: Data condensation, data display and drawing and verifying conclusion. First, the researcher selecting and simplifying the data will be analyzed in this research. Second, the researcher classified the data based on the types of persuasive strategies used Keraf (2004) theory, those are: rationalization, identification, suggestion, conformity, compensation, displacement and projection and also classifying the way to persuade consumers based on Aristotle theory those are: ethos, pathos and logos. Third, the researcher gave a conclusion from the research.

1. The Types of Persuasive Strategy

From the data, the researcher found 5 strategies that the advertiser used in the slogan advertisement, those are: rationalization, identification, suggestion, conformity and compensation. Mostly, rationalization and conformity strategy used in the slogan advertisement and almost all advertisements used more than one strategy on the slogan.

Table 1. Types of Persuasive Strategies

| Data | Slogan | Types of Persuasive Strategies |
|------|--|--|
| 1. | No Alcohol, No Gelatin, No Animal Testing | Rationalization and Conformity |
| 2. | Soothes Your Skin | Suggestion |
| 3. | No More Dandruff | Conformity and Compensation |
| 4. | Bye Bye Hairfall | Compensation |
| 5. | Soothe & Hydrate | Rationalization and Conformity |
| 6. | Say Hello to Youthful Skin | Identification and Compensation |
| 7. | Protect Your Skin Barrier | Rationalization |
| 8. | Be Gone Dark Circles | Rationalization and Conformity |
| 9. | No Greasy Feel | Rationalization and Compensation |
| 10. | Effectively Cleanses Skin | Rationalization and Compensation |
| 11. | Real Gold Real Glow | Conformity and Compensation |
| 12. | Be Youthful Now | Identification and Suggestion |
| 13. | Avoid Skin Irritation From Face Mask | Rationalization, Suggestion and Compensation |
| 14. | Naturals Ala Me | Conformity |
| 15. | Choose Your Fighter | Suggestion |
| 16. | Start Your Day with Something Good for Your Skin | Suggestion |
| 17. | UV Protection at Home | Rationalization and Conformity |

| | | |
|-----|------------------------|--------------------------------|
| 18. | Covered by Xpert | Rationalization and Conformity |
| 19. | Provides Healthy Shine | Conformity and Compensation |
| 20. | No More Itchy Scalp | Conformity |
| 21. | Reduce Hair Breakage | Identification and Conformity |
| 22. | For Your Youthful Skin | Identification |

a) **Rationalization**

Rationalization strategy used persuasive word such as impossible words but still make sense or have logical reasons. In making a slogan advertisement, the advertiser should know well about what the consumer's needed. The types of rationalization strategy can be found in the data 1, 5, 7, 8, 9, 10, 13, 16, 17, and 18. The statements about the product draw the good quality of each product using convincing words.

Examples of Rationalization

Data 1

No Alcohol, No Gelatin, No Animal Testing

Analysis : This slogan used rationalization strategy based on Keraf (2004) theory. The advertiser tried to show consumers about the benefits of the product with some logical statement. This slogan convinces the consumers through the formulation of the product. By giving a formulation that fits the meaning of the product will easily to persuade the consumer and easily the consumers will believe and trust the product.

b) **Identification**

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 will 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 6, 12, 21 and 22.

Examples of Identification

Data 6

Say Hello to Youthful Skin

Analysis : In this advertisement used an identification strategy, where the identification strategy is for whom the advertisement is formulated, be it for teenagers, adults, men, women and others. And in the slogan "say hello to youthful skin" it is clear that slogan is intended for adults from the word youthful contained in the slogan, and also from the slogan the advertiser tried to attract adults to use Safi products for making skin look youthful. So, the target in this slogan is adults.

c) **Suggestion**

Suggestion is a key in persuading the 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 2, 12, 13, 15 and 16.

Examples of Suggestion

Data 2

Soothes Your Skin

Analysis : The types used in this advertisement are suggestion. The advertiser wants to introduce a Safi night cream product. By this slogan, the advertiser suggested the consumers about this product can soothe skin from the problem in consumer's skin. The statement that

used in this slogan can make consumers that when they use the product will feel like what is mentioned in the slogan so that easily make consumers interested.

d) **Conformity**

Conformity strategy is to conform something that has been intended or make something similar with the thing at the time. This strategy has similarities with identification strategy. 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, 8, 11, 14, 17, 18, 19, 20 and 21.

Examples of Conformity

Data 3

No More Dandruff

Analysis : The slogan “No More dandruff” used a conformity strategy. The advertiser provides the same product with another brand that is shampoo, but in Safi products contain a better formulation than other products. This product provides a formulation that can treat hair problems that are dandruff. This slogan will attract the consumers who need the formulation to solve their hair problem, especially who have problems with dandruff.

- e) **Compensation** In this strategy, the advertisers used the difference situation with the situation before to influence the consumers. The consumers will 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 3, 4, 6, 9, 10, 11, 13 and 19.

Examples of Compensation

Data 3

No More Dandruff

Analysis : In this slogan, the advertiser used compensation strategy. In this case, it gives something better and different from the situation before. The advertisers use the word “No More” which refers to the benefits given from the products, thus what consumers expect with the formulas already in the product and will make the consumers more interested in the benefits of the product.

2. The Ways to Persuade Consumers.

The second part of research problem in this research is about identifying the way of persuasive strategies used to persuade consumers. In this part, the researcher discussed about the way to persuade consumers based on Aristotle (1954) theory those are ethos, pathos and logos. The following table is the list of the slogan advertisement in Safi woman cosmetic products and the way to persuade consumers.

Table 2 The Way to Persuade Consumers

| Data | Slogan | Types of Persuade Strategies |
|-------------|---|---|
| 1. | No Alcohol, No Gelatin, No Animal Testing | Ethos: the weakness of the product |
| 2. | Soothes Your Skin | Ethos: the character of the product |
| 3. | No More Dandruff | Ethos: the quality of the product |
| 4. | Bye Bye Hairfall | Ethos: the character of the product |
| 5. | Soothe & Hydrate | Logos: Logical argument with prove evidence. |
| 6. | Say Hello to Youthful Skin | Logos: logical argument with prove some evidence. |
| 7. | Protect Your Skin Barrier | Ethos: The quality of the product. |

| | | |
|-----|--|---|
| 8. | Be Gone Dark Circles | Ethos: the character of the product |
| 9. | No Greasy Feel | Logos: logical meaning and prove some evidence |
| 10. | Effectively Cleanses Skin | Ethos: the character of the product |
| 11. | Real Gold Real Glow | Logos: logical meaning and proves the special ingredients of the product. |
| 12. | Be Youthful Now | Pathos: emotion of the happiness |
| 13. | Avoid Skin Irritation From Face Mask | Logos: logical argument with prove some evidence. |
| 14. | Naturals Ala Me | Logos: logical argument with prove some evidence. |
| 15. | Choose Your Fighter | Logos: logical meaning with prove some evidence. |
| 16. | Start Your Day with Something Good for Your Skin | Logos: logical argument with prove some evidence. |
| 17. | UV Protection at Home | Ethos: the quality of the product |
| 18. | Covered by Xpert | Logos: Logical argument. |
| 19. | Provides Healthy Shine | Ethos: the quality of the product |
| 20. | No More Itchy Scalp | Ethos: the quality of the product |
| 21. | Reduce Hair Breakage | Ethos: the quality of the product |
| 22. | For Your Youthful Skin | Pathos: emotion of the happiness |

a) Ethos

In this research, ethos found in data 1, 2, 3, 4, 7, 8, 10, 17, 20, 21, and 22. The way that the advertiser used to persuade consumers is shown by the quality and credibility of the product. The slogans in the advertisement represent of the superiority and benefits of the product. In the advertisement, the advertiser also added pictures of the product which can make the advertisement more convincing and interesting. For example, in the slogan be gone dark circles, the advertiser showed the superiority of the product by giving logical statements with prove some evidences.

b) Pathos

Pathos in this research can be found in data 12 and 22. The advertiser tried to persuade or influence the consumer's emotions. From the slogan Safi woman cosmetic products, some utterances or words are used to influence consumer's emotion. In data 12 and 22, the advertisers used the word "youthful" that can make the consumers feel happy because their skin looks youthful after using this product.

c) Logos

Logos in this research found in the data 5, 6, 9, 11, 13, 14, 15, 16 and 18. The way to persuade consumers by giving logical information and some evidence to support the information as the way to attract the consumers. For example, in the slogan "Soothe and Hydrate", the advertiser stated about the product and gave some evidence contained in the product listed in the picture of advertisement. By providing the evidence of the product, it can make consumers more attracted to buy and use the product

4. CONCLUSION.

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

1. There are 5 types of persuasive strategies that are used in slogan woman cosmetic products Safi advertisement. Those are: rationalization (10 data), identification (4 data), suggestion (6 data), conformity (11 data) and compensation (8 data). And mostly used in slogan is rationalization and conformity.

2. The way that the advertiser used to persuade consumers in the data using three ways, those are: ethos (11 data), pathos (2 data) and logos (9 data). In this research, mostly ethos as the way to persuade consumers.
3. Persuasive strategies used in slogan of Safi woman cosmetic products advertisement 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 slogan in the advertisement will look more attractive and so that it will 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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