

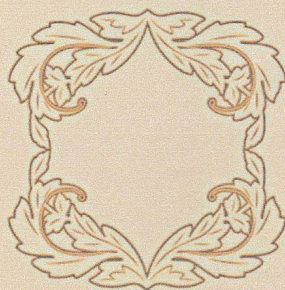


CERTIFICATE

This Certifies that

Atika Puspasari, M.Pd.

has presented a paper in
the 1st AISEE SUMSEL National Seminar on
Technology, Pedagogy, and Content Knowledge
at Bina Darma University Palembang, Indonesia



Palembang, April 4th, 2016

Dr. Welly Ardiansyah, M.Pd.

Chief of Seminar



Prof. Ir. H. Bochari Rachman, M.Sc.

Rector of Universitas Bina Darma

ISBN 999 000 888

1AISEE SUMSEL

THE 1st National Seminar 2016

Bina Darma University
Palembang, 2nd April 2016
PROCEEDINGS

PROCEEDINGS OF THE 1ST AISEE SUMSEL
NATIONAL SEMINAR 2016



PERSUASIVE TECHNIQUES IN TV COMMERCIALS

Atika Puspasari¹, Windari Hasanah², RadellahMeilinda³

¹Universitas Bina Darma, Palembang, Indonesia

²Universitas BinaDarma, Palembang, Indonesia

³Universitas BinaDarma, Palembang, Indonesia

Abstract. People communicate to others everyday i.e. greeting, introducing themselves, sharing information, attracting people, and many more. People communicate using language. The use of language is the main focus of discourse analysis. Kinneavy has classified four types of discourse into Referential Discourse, Persuasive (or rhetorical) Discourse, Expressive Discourse, and Literary Discourse. Persuasive discourse is the main concern of this study and focus on using of persuasive techniques in marketing. This paper will describe the modes of persuasive techniques in TV commercials based on Guy Cook's theory. This paper concludes that there are three modes of persuasive techniques, those are picture, music, speech and writing.

Key words: Discourse, Persuasive, and Modes of Persuasive Techniques.

1. Introduction

Communication is the way of sharing information from the speaker to the listener. "Communication," which is etymologically related to both "communion" and "community," comes from the Latin word *communicare*, which means "to make common" (Weekley, 1967, p. 338) or "to share" (Slater, Ted). It is also the process to send the message, idea, opinion, signal, and information from the speaker and then will be received by the listener.

DeVito (1986) expanded on this, writing that communication is the process or act of transmitting a message from a sender to a receiver, through a channel and with the interference of noise. On the other hand, transmission of the message may have some changes the meaning in convey the message through a channel. Channel of the communication can be conveyed visually or aurally, like talking of some people directly or talking via online, communication via television or radio, and many more.

A good understanding of communication, a dynamic process in which organisms strive to convey meaning to one another (and to oneself, one can argue), is fundamental in gaining understanding of events, objects, and other people (Slater, Ted). The purpose of communication is understanding information which has been conveyed from one to another. The listener should understand the meaning that includes events, objects, idea, opinion and so on of the information itself.

Definitions of communication often involve terms such as *knowledge, belief, meaning, or intention* (Losee, 1999). Besides understanding the meaning, the goal of communication itself is about the knowledge, believable, and should has intention. The listener also should get the knowledge of the information, should believe the information, and should get the intention.

⁺Corresponding author.

E-mail address: atika.puspasari@binadarma.ac.id

While doing communication, people must use a language. The use of the language is the main focus of discourse analysis. Guy Cook (2006) stated that although the main focus of discourse analysis is on the language, it is not concerned with the language alone. It also examines the context of communication: who is communicating with whom and why; in what kind of society and situation; through what medium, how different types and acts of communication evolved, and their relationship to each other. When music and pictures are combined with language to alter or add to its meaning, then discourse analysis must consider these modes of communication too.

Kinneavy used the elements of the communication situation (audience, author, text, and referent) to develop a philosophy of the aims of discourse (persuasive, self-expressive, literary, and referential) (Durbin, 1999). Kinneavy has defined that persuasive is one of the basic aims of discourse analysis.

Persuasion is clearly a sort of demonstration, since we are most fully persuaded when we consider a thing to have been demonstrated (Aristotle's Guide, 2012). Persuasion is communication that conveys to make the listener belief and interested with the information. Like Herbert W. Simons said on his book "Persuasion is *human communication designed to influence the autonomous judgments and actions of others*. Persuasion is a form of attempted influence in the sense that it seeks to alter the way others think, feel, or act, but it differs from other forms of influence."

Persuasion usually used in marketing and political election. In marketing, producers use advertising to persuade their target customers to buy their products, and in political election, the politicians usually use persuasion in their speech to persuade people to elect them in the election.

With U.S. advertising expenditures at about \$149 billion in 2007 (about 1.1% of the total U.S. gross domestic product), there is no doubt that advertising has been a serious industry (Foss, Encyclopedia of Communication Theory, 2009). It means that advertising gives more profit and still exists in the society. The function of advertising is to create subcategories of values and needs within the social structure and to connect these with the product (Foss, Encyclopedia of Communication Theory, 2009).

Advertising can also be in the form of printing (pamphlet, brochure, newspaper, magazine, and so on) or use media (radio, television, online shop, and so on). Simon Haykin (2001) said that now communication enters our daily lives in so many different ways that it is very easy to overlook the multitude of its facets. The telephones at our hands the radios and televisions in our living rooms, the computer terminals with access to the Internet in our offices and homes, and our newspapers are all capable of providing rapid communications from every corner of the globe. Advertising that uses media is more have devotees than uses printing as a tool to promote some products of producer, and advertising in commercial break in television still become favorite way of persuading customer to interest with the products or something especially in Indonesia.

⁺Corresponding author.

E-mail address: atika.puspasari@binadarma.ac.id

2. Persuasive Techniques

Guy Cook(2006)analyzed modes of persuasive techniques. The modes of persuasive techniques based on Guy Cook's theory are pictures, music or jingle, speech and writing. These tools are related to rhetorical from Discourse Analysis. Each is discussed below.

a. Pictures

Pictures, however, do far more than carry a story (Cook, 2001:54). Many people say that a picture worths a thousand words. Picture in an advertisement makes a brief story through scene after scene that can make the audience interested in watching it. Advertising also relies more on pictures and in a lot of advertisement to make a strong message entirely in pictures, music, and almost-free language.

Pictures in advertising as an element arranged in a way to achieve success convey a message. every scene in a series of stories in the advertisement for the company to promote its products. because it is through the scene in an advertisement, the advertisement hopes to represent the company to introduce the company's products.

b. Music

Music has discrete units which can be combined with different ways along a time-line (melody). For individual, or for a group, a given piece of music may evoke a certain mood, or associate with quite specific places, event and images (cook, 2001: 50). In commercial section, music could represent company and characteristic of product that known as jingle.

A jingle is a short song or tune used in advertising and for other commercial uses. The jingle contains one or more hooks and meaning that explicitly promote the product or service being advertised, usually through the use of one or more advertising slogans.It is purposely made for the commercial business of the brand. Jingle carries a simple message that played in a certain melody and rhythm.

c. Speech and Writing

Language (speech and writing), music and images are elements that almost found on the ad. As with any function, they provide advertising effects which is looks more skilled, smart and funny. Moreover, the belief advertisers greater strength of the speech provided by the tendency in television to use write to the message of this ad. Messages can be presented through the slogan, jargon that carried the point of a product or service. Slogan and jingle is one of an efficient and effective way to deliver the message (Jefkins, 1994:20). Slogan is a brief sentence or phrase that becomes the identity of a product as like as jingle. Additionally, on television, picture move, music plays and language comes in changing combinations of speech, song and writing (Cook, 1992:42).

⁺Corresponding author.

E-mail address:atika.puspasari@binadarma.ac.id

3. Conclusion

This paper discusses the some modes of persuasive techniques used in television commercials in which the use of the television media is very popular among people because they watch television everyday and they see many advertising on television everyday.

Advertising on television can make people remember and choose products that are advertised on television. Hopefully the information on some modes of persuasive techniques used in TV commercials can give insights on how good an advertisement can do in spreading messages to people.

4. References

- Aristotle's Guide*. (2012). Padiapress.
- Cook, G. (1992). *The Discourse Of Advertisement*. London: Rouledge.
- Cook, G. (2001). *The Discourse Of Advertisement (Second Edition)*. London: Rouledge
- DeVito, J. A. (1986). *The communication handbook: A dictionary*. New York: Harper & Row.
- Durbin, J. (1999). *In Memoriam James L. Kinneavy*. The Dean of the College of Liberal Arts.
- Haykin, S. (2001). *Communication (4th Edition)*. USA: John Wiley & Sons, Inc.
- Jefkins, F. (1994). *Public Relations*. London: Rouledge.
- Littlejohn, S. W., and Foss, K. A. (2009). *Encyclopedia of Communication Theory*. California: SAGE Publications.
- Loose, R. M. (1999, September 28). *Communication Defined as Complementary Informative Processes*.
- Slater, T. A. *Definition and Model for Communication*.

⁺Corresponding author.

E-mail address:atika.puspasari@binadarma.ac.id