

CHAPTER 2

THEORETICAL REVIEW

This chapter focuses on supporting theory of the researcher's purposes and previous studies. These theories used to find the answer of the research problems and as base of thinking. These are theories of Sociolinguistics, Ethnicity, Madurese, Lexical Choice, Technique of Persuasion, and Previous Study.

2.1 Sociolinguistics

Sociolinguistics is a branch of linguistics which is related to the language and society. These are the following definition of sociolinguistics by some linguists. According to Holmes (2013:1) "Sociolinguistics study the relationship between language and society". It identified that in sociolinguistics there is relation between language and society which both always influencing each other.

Meyerhoff has more detail explanation about definition of sociolinguistics, she stated that sociolinguistics is a broad field which can study about many different ways of studying language (2006:1). Sociolinguistics come in some confusing field, such as: how people use the language in some activities, the use of different languages in different background of residences and religions, the use of different languages which has been decided in educational environment.

According to Wardhaugh, sociolinguistics also study about ethnography which focuses on the observation of behaviour in a group of people in their natural setting (2006:249). It explains that the ethnography describes the social organization, social activities, symbolic and material resources, and interpretive practices characteristic of a particular group of people. Therefore, it can also be used to observe the language of the Madurese sellers as the social organization in the market.

From the three definitions above, sociolinguistics is study about relation between language and social background which found in society. Therefore, this

research used sociolinguistics field because it observed language which is used in a certain ethnic that is Madurese people who has background of their ethnicity.

2.2 Ethnicity

Ethnic is a human population which associated by cultural and common nationality. In each ethnicity has its own language, cultural, food, religion, speech style which distinguish each ethnicity with others. Even though each ethnic has its own identity, they would like to use the majority language in doing communication. In this case, the choice of language is also an important consideration in ethnicity. Holmes (2013:187) stated that ethnic groups use the language of majority in a way which signals and actively constructs their ethnic identity in responding to a situation which conducted by distinctive ethnicity.

There are so many ethnicity in Indonesia which have spread from Sabang to Merauke. One ethnic that spreads almost all over Indonesia is Madurese ethnicity. The Madurese people are originally indigenous to the island of Madura, located in the Java Sea just north of East Java, and Madura is part of the province of Jawa Timur (East Java) Davies (2010:1). Madura island is divided into four regencies, there are Bangkalan, Sampang, Pamekasan and Sumenep. Each regency has its unique Madurese language which used by the Madurese people in their daily communication.

Madurese language is one of many languages in Indonesia. It is used by most of Madura ethnic group. This language is kindly known by Madurese people who live in Madurese island and around it, such Probolinggo regency, Lamongan regency even more. Many people argue that the Madurese language which used by most people in some area is almost same. In fact, every area has different kind of Madurese, which is different in some ways, such as pronunciation, vocabulary, level of language, even more. The diversity of the kind of Madurese may be caused by the environment where the people live, the educational degree, or their obligation. Those factors can influence the distinctive of the language.

Almost Madurese people who spread in various cities in Indonesia become reliable sellers who has been well known in society. Madurese sellers is

considered has the way of selling which is different from other sellers. It inspired the researcher to study about their way of selling which is related to persuasion.

2.3 Persuasion

In this research is conducted persuasive theories as the main theory in analysis the findings, so that, it needs more deeply discussion about persuasion theory. Persuasion is an essential skill for getting on in life (O'Shaughnessy and O'Shaughnessy, 2004:7). Persuasion can be applied in implicit message, no need to be a sales person or seller to persuade other people and can be an important way to convince other people to following the persuaders idea. In the marketing, sellers need persuade buyers to be interested to what the sellers sell in order that they want to buy it.

2.4 Techniques of Persuasion

Ian Moore mentioned in his book that techniques or types of marketing communication concern to direct marketing. Direct marketing is a growing discipline and a valuable tool for marketers wishing to understand their work (2005:5). It also can be found in the traditional market, where the sellers sell their merchandise in direct marketing.

These are some particular techniques of persuasion from theories of some experts which has been synthesized to this following below.

2.4.1 Navigation

In this first types of Moore's theory of marketing communication, he stated that Navigation is needed to help customer see what to do or think about (2005:9). The only important reason why sellers need to do navigation is because their buyers have got enough to asking more detail about the seller's merchandise. It is time for sellers to help customer or buyer to asking or giving more information about the merchandises.

Sellers navigate by starting communication with what they want their buyers to do. Doing navigation first before attention, because navigation is the process to get buyers attention. In this case, sellers should

come to the buyers, then ask what they want or looking for, and explain more detail about the merchandises.

2.4.2 Ease

Ease and navigation are similar, both aimed helping buyers in looking for merchandises what they need. But, Moore can explain in clear distinction. While navigation concerns the buyer's thought process, ease focus on the physical aspects of the communication piece (or the seller's environment) and the customer's practical interaction with it. Navigation concerns the *what*, ease the *how* (Moore, 2005:38).

2.4.3 Wording

Moore's means about wording here is making conversation with customers. All good salespeople are taught to speak the language of their customers. (2005:74). In this case, sellers should be able to make conversation with buyers by using the buyers or the customers' language to improve that sellers can be entering the buyers' life, so that buyers feel match to the sellers.

2.4.4 Attention

Location is the important thing to get buyers' attention, like putting merchandises in strategic places is one of the example of getting buyers' attention. As Moore (2005:114) stated that attention is inextricably related to the sales environment. And that environment can range from an office to an off-license, and from a sofa to a subway.

However, gaining attention is not only about buyers' attention from what sellers do, the attention also should contain the persuasion. Many sellers focused on buyer's attention in selling their merchandise, they forget the attention must also have persuasive content (O'Shaughnessy and O'Shaughnessy, 2004:131).

2.4.5 Interest

Moore stated (2005:160) that customers were interested before they met sellers' marketing. There is buyer's need which make them come to look for, and the sellers make the buyers know that they sell what the buyers need. While the buyers are already interested before they met the sellers, this interest feel is not the act of determining that make the buyers buy the merchandise or not. Finally, the sellers need more persuasive communication with the interested buyers.

2.4.6 Desire

The sellers could get more buyers' desire by delivering the facts of the merchandises. Moore (2005:190) stated facts which contain of the merchandises benefits help the buyers know which merchandises that they need. This technique can be used effectively if the sellers pass these step: tell the buyers that they do the right things, let the buyers do experiments to the merchandises (touch, taste, etc), get the buyers emotion by using imagery when explain the merchandises, break down the message based on each theme, make specific communication, and use relevant authorities. While these step is passing, the sellers still deliver the fact of the merchandises.

2.4.7 Action

Action here means being able to make buyers say yes to what sellers persuade. In the end of persuasive communication, actually buyers want to buy the merchandise, but they defense them self with no. This is the sellers' opportunity to help buyers to be more convince to what sellers say. Moore (2005:228) stated that, this technique leaves sellers free to apply the skills of persuasion to interested buyers mind, which needs that last extra pushing to help them to buy or say yes.

In other reflection, Brierley explains about action in other side. It is the buyers action of the sellers' messages. Many ways to get buyers action, mostly sellers use verbs to call buyers action. Some verbs as function to

call action: try, buy, get, ask, join, cut, save, feel, taste, pick, pop in (or along), write, send, give them/her/him. “*Buy it... taste this...*” (Bierley: 2005:161).

2.4.8 Repetition

Repetition is one of the ways to get customers’ attention. What to be repeated? a message should be repeated and good accepted by high repetition. The sequence is: high repetition of a message → (leads to) growth of audience familiarity with the message → (leads to) acceptance of the message as true because it is then absorbed and familiar (O’Shaughnessy and O’Shaughnessy, 2004:131). Even though the effect of repetition is not big enough, but the message will be remembered in memory. Sutherland states that our minds seem to regard the message as the first sight effect that perhaps it is true, if it is repeated orderly and not be distracted.

2.4.9 Distraction

Distraction, such as: music, humor, other fictitious stories which delivered by the sellers to get the buyers attention in interference with the development of counter-arguments – just as it is difficult to count when people are talking nearby (O’Shaughnessy and O’Shaughnessy, 2004:132). Distraction is needed to attract buyer’s interest in order that they interference with the seller’s arguments. The example of distraction is in using humor in persuasive communication. Brierley (2005:151) stated that the use of humor is intended to attract buyers into agreeing with the cultural meaning of the persuasive communication itself.

2.4.10 Cognitive and Emotional Background

O’Shaughnessy and O’Shaughnessy (2004:132) showed that social life such as: culture, reference groups, social class, emotionally grounded experiences, and individual perspectives, such as: beliefs and values are strong things that make buyers are easy to be persuaded in developing

persuasive communications. However, existing preferences and mood also should be considered in delivering persuasive message.

These messages should be strongly remembered when sellers used this technique in order that buyers do not ignore the persuasive communication: (a) conflict with strongly held social life; (b) deviate too much from existing preferences; (c) making communication when with bad mood buyers.

2.4.11 Assimilation and Contrast Effect

This technique is more emphasize to buyer's views. These are the distinction between assimilation and contrast effect to customers or buyers. Hovland *et al* in O'Shaughnessy and O'Shaughnessy (2004:132) stated that, assimilation effect is when buyers' views which similar to what the sellers message in their communication, buyers reduce contradiction in the message. It means that buyers think the sellers message is close to them.

Besides that, contrast effect is when the message of the sellers is contrast to buyers view, the sellers grow up the contradiction in the message to be something that really contrast with them. The effectiveness of this technique is based on the buyers' views of the message from the sellers.

2.4.12 Anchor Points

Anchor points is the consumer's standard of comparing some brands based on the price and quality of the competing brands. O'Shaughnessy and O'Shaughnessy discuss about the anchor points standard in determining merchandises which is divided into three sections. Anchor points involve rejection latitudes, acceptance latitudes and lack of commitment latitudes (O'Shaughnessy and O'Shaughnessy, 2004:133).

1. The rejection latitude means the buyers have opportunity to reject the options of the merchandises. The buyers may reject the merchandises based on the price when shopping in market.

2. The acceptance latitude consists of the alternatives (options) merchandises from which the buyers would choose. The buyers may choose the only well-known merchandises to minimize risk.
3. The lack of commitment latitude, this latitude comes in between the acceptance and rejection latitude which has probability to considers the particular merchandises based on the pros and cons of the merchandises itself.

These three latitudes are rarely, if ever, fixed in stone as people change with circumstances.

2.4.13 Changing Perspective

Good message in persuasion will be comprehended by audience whom in this case is the buyers, if both the sellers as the persuader and the buyers has same perspective. Changing perspective can be started by equalizing the concepts which linked between mind and the world. O'Shaughnessy and O'Shaughnessy (2004:132) stated that learning new concepts is important to see other idea and perceptions which the results of the new concepts can change perspectives.

2.4.14 Expressing Proximity

Brierley mentioned in his book entitled *the advertising handbook*, that proximity includes elements of the message which directly affect the life of the market target (2005:145). As Crompton (1987:86) in the same book stated, that the sales person often utilizes the word "you" in the conversation much more than the words "we" or "I". This is aimed to deliver the message closer to the customers or buyers.

2.4.15 Narrative Technique

Narrative technique aimed to create mysteries conflict, then the merchandise comes to be the solver. Sellers set up troubles that proposed buyer's world-view to make the buyer uncomfortable (Bierley, 2005: 156).

Even though, the conflicts make the buyer uncomfortable in fore, the solution will open the buyer's mind to find the solution.

2.5 Rhetoric

According to Cockcroft, Rhetoric may be defined as the faculty of discovering the possible means of persuasion in reference to any subject whatever (1992:4). Rhetoric is able to recover the means of persuasion in any particular definite class of things. Rhetoric is also seen as an art, a deliberately cultivated practice and pedagogy often limited to certain genres of overtly persuasive speech and writing (Neinkamp, 2001:2)

Cockcrofts (1992:3) state that Aristotle classified means of persuasion into three main categories. They are permanent working principles of persuasion. The first principle is ethos, persuasion by using personality and stance. The second is persuasion by arising emotional engagement, known familiarly as pathos. The last is logos. It is kind of persuasion by using reasoned arguments.

2.6 Lexical Choice

Lexical choice is determined by these three important keys, they are ethos, pathos and logos (Cockcrofts, 1992:115). Those three aspects influence persuasion in choosing the right words in the particular context. Although the three aspects above can influence the persuasive lexis specifically, pathos will be the most dominant that ethos and logos.

Lexical choice is separated into two, the first is lexical choice in literary persuasion. This lexis is found in literary works, such as poem, and novel, and has function to analyze emotional of persuasion in the literary works. The second type of lexical choice in persuasion is non-literary lexis and functional persuasion. This lexical choice is determined by logos which point out to non-literary language, such as: reporting news, scientific texts, legal documents, political and emotional bias, salesman communication, etc.

Hallyday (2004:643) mentioned about lexical cohesion that relates to lexical system of english because it takes advantage of the patterns inherent in the

organization of lexis. He divided lexical cohesion into three types of lexical relations, there are elaborating, extending and enhancing which each type has variations of the lexical cohesion.

2.6.1 Elaborating Relations: Repetition, Synonymy and Hyponymy

Repetition is directly related among the lexical items. A lexical item to be recognized as repeated it need not be in the same morphological shape. Inflexional variants and derivational variants many times can be having a same lexical item. In the second place, lexical cohesion results from the choice of a lexical item that is in some sense synonymous with a previous one. Repetition and synonymy are both elaborating relations based on identity. Hyponymy is the kind of elaborating relationship based on classification (specific to general).

2.6.2 Extending Relations: Meronymy

The general sense of hyponymy is ‘be a kind of’, as in ‘house is a kind of bulding’. This is meronymy – ‘be a part of’, as in ‘roof is a part of bulding’.

2.6.3 Enhancing Relation: Collocation

At the same time, there are other instances of lexical cohesion that do not depend on any general semantic relationship of the types just discussed, but rather on a particular association between the items in question – a tendency to co-occur. This ‘co-occurrence tendency’ is known as collocation.

2.7 Previous Study

There are three previous studies which are related to this research. The first research was conducted by Yuliarti (2017). It is a graduate student’s thesis in faculty of Teacher Training and Education in Muhammadiyah University of Surabaya, entitled *An Analysis of Persuasion in Herbalife Catalog*. In this research, Yuliarti observed the techniques of persuasion in Herbalife Catalogue.

Then, she concluded that the Catalogue used persuasive technique while promoting her merchandises. In the method of the research, the descriptive qualitative approach was used to conduct this research. She used words, phrases, and sentences of Herbalife Catalogue as the data to be observed and analyzed. She analyzed the data based on the theory of persuasion of Sean Brierley (2002) and Max Sutherland (2008). In the finding of the research, it has found that there are 5 persuasive techniques, they are Raising Awareness, expressing Proximity, Sustaining Interest and Winning Consent, Performing Fear, Testimonial and Celebrity Endorsement. Furthermore, the technique of persuasion which was often to be used in Yuliarti's research is the raising awareness. To conclude, persuasive techniques is used in her research to convince the consumers about health by using Herbalife.

The second study belongs to Yesicha (2017) entitled *The Use of Persuasive Techniques in Jafrabeauty Merchandises Advertisements to Persuade the Consumers*. This study focuses on the advertisements of *Jafrabeauty Merchandises* in the website www.jafra.com and the way how the advertiser of *Jafrabeauty Merchandises* persuades the consumers. The theories of persuasion (from O'Shaughnessy & O'Shaughnessy: 2004, Amstrong: 2010, Ogilvy: 1983, Sullivan: 2008, Simpson: 2004, Leech and Svartvik: 2002, Cook: 2001, and Hymes: 1972) are conducted to explain the relation between the persuasive that is used in the advertisements and how the advertiser persuade the consumers use the ads. As the result, it is found that there are five kinds of persuasive techniques in the research, they are: Repetition, Strong Argument, Forceful Text, Personal Tone, Metaphors. Yesicha also analyses the meaning of the advertisements to know how the persuasive techniques are used in the advertisement.

Another study which is related to this study is from Bernritter, Ooijen, and Müller (2016) entitled *Self-persuasion as Marketing Technique: The Role of Consumers' Involvement*. The study is aimed to show that self-persuasion can be used to increase consumers' generosity by using the effective approach whether self-persuasion or direct persuasion. They conduct an experimental field study in analysing the effects of self-persuasion versus direct persuasion. This study is conducted to 106 guests as customers of a lunchroom in the city center of Dutch City. This experiment focuses on the customers' behavior that is tried to be

changed. The finding is self-persuasion is considered as the effective approach to increase the consumers' generosity. And the result is the consumers gave higher tip when they were asked to generate pro-tipping arguments themselves (self-persuasion) than when they were exposed to provided arguments or no arguments at all.