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*Muhammadiyah University of Surabaya*

**A THESIS**

**THE USE OF PERSUASIVE TECHNIQUES IN *JAFRA* BEAUTY  
PRODUCTS ADVERTISEMENTS TO PERSUADE THE  
CONSUMERS**

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**THESIS**

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Scholar Degree in English Language Education**

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## TABLE OF CONTENTS

	Page
TITLE PAGE .....	i
HALAMAN PERSETUJUAN PEMBIMBING .....	iii
HALAMAN PENGESAHAN .....	iv
PERNYATAAN KEASLIAN TULISAN .....	v
ABSTRACT .....	vi
ABSTRAK .....	vii
ACKNOWLEDGEMENTS .....	viii
TABLE OF CONTENTS .....	ix
LIST OF FIGURES .....	xi
LIST OF APPENDICES .....	xii
CHAPTER I INTRODUCTION .....	1
A. Background of the Study .....	1
B. Research Question .....	4
C. Objective of the Study .....	4
D. Research Benefits .....	4
E. Scope and Limitation .....	5
F. Definition of Key Terms .....	5
CHAPTER II REVIEW OF RELATED LITERATURE .....	7
A. Theoretical Description .....	7
a. Persuasion in Advertising .....	7
b. The Persuasive Techniques .....	8
c. Advertising as Discourse .....	10
d. Structure of Advertisement .....	12
e. Linguistic Device of Persuasive in Advertising .....	13
B. Review of Related Studies .....	15
CHAPTER III RESEARCH METHODELOGY .....	17
A. Research Method .....	17
B. Source of Data .....	17

C. Data Collection Technique.....	18
D. Data analysis Techniques .....	18
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....	19
A. Persuasive Tecniques of Jafra beauty product Advertisement.....	19
1. Repetitions Techniques .....	20
2. Strong Arguments and Clear Text Techniques .....	23
3. Forceful Text Techniques .....	25
4. Personal Tone Techniques .....	27
5. Metaphors Techniques .....	28
B. Discussion .....	30
CHAPTER V CONCLUSIONS AND SUGGESTIONS .....	32
A. CONCLUSIONS.....	32
B. SUGGESTIONS .....	33
REFERENCES.....	34
APPENDICES .....	36



LIST OF FIGURE

	Page
Figure interactions of Elements in an Advertisements .....	10

## LIST OF APPENDICES

	Page
Data Persuasive Techniques .....	37

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