

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Advertising is a part of the people's everyday life and is integrated to the marketing strategies of the companies. Advertisers have a storehouse of means and methods to persuade people and to make them buy the advertised product or service. The means are refined and people do not have to notice the persuasive power of the advertisement. The receivers of the messages need to recognize these means and to be aware of them during the buying process.

In general, advertisements intangible non-personal presentation of information about a product, brand, company, or stores that are run by the compensation of certain costs. Thus, advertising is a communication process that aims to persuade and lead people to take action that is beneficial to the advertisers.

Advertising communicates information in three types: audio, visual, and language. It is a more common case that an advertisement is a mixture of the three. In radio advertisements, music is always accompanied by language; on TV and motion pictures, music and language illustration are mixed with each other. In magazines and newspapers, advertisements are a combination of pictures and language of written information. However the form of advertising, the language of persuasion is very important for a successful advertising campaign. Most advertising is intended to be persuasive in order to boost patronage of idea, product or service. The goal of most advertising messages is to persuade the audience to believe or do something.

Advertising can be found everywhere in contemporary society (Cook, 2001, p.1). In this modern era, people can easily find advertisements everywhere and anytime. Nowadays, various kinds of products are being promoted in advertisements, from big things to small things. One of those various products is beauty product. Advertisements about products which claim their ability to make women look prettier are commonly seen recently, not only in magazines or

television, but also in the internet. People can easily access the website of beauty products' producers and learn information about the products.

The system of thinking that humans use when looking for a product are using heuristic thinking techniques (a mental shortcut that allows people to solve problems and make judgments quickly and efficiently). Rarely someone takes a long time to consider when buying a product. Usually the companies that sell the products or services will use such promotional sentences such as: *buy now, try it now, subscribe now, get it now*. Meanwhile, the word "now" is a word that can make a people persuaded and immediately want to buy the products that offered (<https://digitalmarketer.id/mindset/8-alasan-psikologis-mengapa-orang-membeli-produk-anda/>).

Demand for a product can be distinguished from the value of quality and other value-added products so that consumers have given reasons for choosing a particular product which is more expensive. Famous branded products usually have a better image value of which is less well known, because they have been running for a long time to maintain a good value and innovation development or improvement of the better results (<https://www.linkedin.com/pulse/selalu-ada-alasan-membeli-barang-yang-mahal-fahri-ubay>).

In this research, researcher is interested in analyzing *Jafra* catalog, because *Jafra* is a well known brand around the world and one of best seller beauty product advertisement. *Jafra* continues to thrive with more than 550,000 Consultants in 17 countries throughout Latin America, North America, Europe, and most recently Asia. With a portfolio of more than 700 products that range from skin and body care, color cosmetics, spa products, men's skin care and grooming as well as baby care and fragrances, *Jafra* is committed to using ecologically friendly product formulations and strives to collaborate with environmentally friendly companies. *Jafra* ensures that no animals are ever used in the testing or development of its products, and it strives to partner only with environmentally responsibly companies in the creation of its product lines. The company uses natural ingredients and resources whenever possible as part of its quality focus, just as it does in its flagship line Royal Jelly, for example (<http://www.managementtoday-magazine.com/index.php/featured-content/224->

[jafra-cosmetics](http://jafra-cosmetics)). According to information in Jafra official website, [www.jafra.com](http://www.jafra.com), Jafra was founded in 1956. The place is Malibu, California, a beautiful oceanside community along the Pacific coast. The co-founders are a young couple with a vision and a dream, Jan and Frank Day. Jafra's unique name was derived by combining its co-founders' first names (JA + FRA). Jan and Frank studied the ancient beauty secrets of the Egyptians and the legendary Royal Jelly Milk Balm was born. Royal Jelly became an overnight success and it has remained Jafra's signature product to this day. The company expanded to include product collections in Skincare, Fragrance, Makeup and Bath & Body. The Days' dedication to empowering women went beyond helping them look and feel their best. *Jafra* also provided women the opportunity to sell the *Jafra* products as Independent Consultants.

*Jafra* Cosmetics International creates beauty products and business opportunities that cater to all that women need, allowing them to explore, discover, reinvent and reveal their true potential. With the slogan "freedom to be you," *Jafra* celebrates the unique spirit within every woman, and all the things that make her perfect and beautiful. *Jafra* is committed to achieving its mission of transforming the lives of millions of women around the world. This brand has widespread in many countries such as in United States, Mexico, Brazil, Germany, Austria, Netherlands, Switzerland, Italy, Russia and Indonesia. Jafra uses catalog to promote their products. The catalog can be accessed through the internet. Every country usually has its own version of *Jafra* catalog. However, the pictures and language styles are the same.

The researcher chooses this topic because the researcher is interesting in how advertisements work to promote beauty product in order to attract women to buy and use them. The researcher is also interested in the contribution of these advertisements to construct the standard of ideal beauty and convincing women to believe it. This study will be focused on the kinds of persuasive techniques that are used in these advertisement and the researcher also will reveals why the advertiser used those persuasive techniques in these beauty product advertisements.

Persuasion is becoming more important in advertising. A major reason is that competition is finding it easier to erode any functional or price advantage attached to a product. In this research, the writer will use theory of persuasion by O'Shaughnessy & O'Shaughnessy: 2004, Amstrong: 2010, Ogilvy: 1983, and Sullivan: 2008 to know the kinds of persuasive techniques. Theory of linguistic devices and context by Simpson: 2004, Leech and Svartvik: 2002, Cook: 2001, and Hymes: 1972 to reveals how those persuasive techniques used in *Jafra* beauty product advertisements.

## **B. Research Question**

Based on the background of study above, this research has the following research questions that will be answered. The research questions are :

- a. What kinds of persuasive techniques are used in Jafra beauty product advertisement to persuade the consumers?
- b. How are those persuasive techniques used in these advertisements?

## **C. Objective of the Study**

Relating to the background of study and the research question, the writer has the objective of the study. The objective of the study are :

- a. To know the kinds of persuasive techniques that are used in Jafra beauty product advertisement which are persuade the consumers.
- b. To describe how those persuasive techniques are used in these advertisements.

## **D. Research Benefits**

This research is expected to bring these following benefits:

- a. Theoretical benefits  
This research gives contribution to widen the linguistic study especially study of persuading in advertising.
- b. Practical benefits
  - a) Benefit for Students of English Department

This research will help the students of English Language Department to understand more about the persuasive communication in advertising. This study will also enrich the students' knowledge about language used in particular setting and context. In this case, the study can develop the students of English Language Department about the language used in advertisement and can expand knowledge about the language of persuasion.

b) Benefit for Future Researchers

This study is an attempt to analyze beauty product advertisements. However, further research is still needed in order to study about this matter deeper. Hopefully, there will be future researchers that can develop this study. For that purpose, this study can be used as an additional reference for further researches.

c) Benefit for Consumers

This research hopefully will help the consumers to be more aware about beauty product advertisements around them. It will also help the consumer not to get trapped by the language persuasive in the advertisement.

## **E. Scope and Limitation**

Advertisement are explored on the board advertising, television, radio, newspaper, magazines and other media. In this study, the researcher focuses only on analyzing words, phrases and sentences of *Jafra* advertisements in *Jafra* catalog which use English language. The scope of this study is catalog of *Jafra* beauty products advertisements. The discussion of this study is limited to analysis of persuasive techniques and linguistic devices in these advertisement. The writer also limited the research only in catalog of *Jafra* beauty product advertisement.

## **E. Definition of Key terms**

In order to give better understanding of this research, the researcher realizes the importance of defining special terms in this research. In this section, the researcher provides definition of terms used in this research.

a. Persuasion

According to O'Shaughnessy and Jackson O'Shaughnessy (2004), persuasion as the process of trying to alter, modify or change the saliency of the values, wants, beliefs and actions of others, social life is dominated by conscious or unconscious, forceful or tangential, attempts at persuasion.

b. Advertisement

According to Cook (2001), Many people decide,whenfaced with theproblem of definingthe word'ad',and trying to distinguishads from similar discourse types, that the crucial distinguishing feature is function, because this is always topersuade people to buy a particular product.