

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the findings of the research and discussion of the data analysis. The findings and discussion are to know the kinds of persuasive techniques that are used in *Jafra* beauty product advertisement and to reveal how the persuasive techniques used in these advertisements. The discussion will reveal the kinds of persuasive techniques based on theory of persuasive techniques by (O'Shaughnessy & O'Shaughnessy: 2004, Armstrong: 2010, Ogilvy: 1983, and Sullivan: 2008). Then these findings will be followed by the analysis of the meaning of the persuasive technique that were used with the theory of persuasive, linguistic devices and context by (O'Shaughnessy & O'Shaughnessy: 2004, Armstrong: 2010, Ogilvy: 1983, Sullivan: 2008, Simpson: 2004, Leech and Svartvik: 2002, Cook: 2001, and Hymes: 1972).

A. Persuasive Techniques of *Jafra* beauty product Advertisement

This section focuses on the analysis of persuasive techniques that were found in these beauty product advertisements. Persuasive techniques are needed and important in advertisements to catch the consumers' attention. The writer will explain how the persuasive techniques were found out the phrases of *Jafra* beauty product advertisement.

There are five persuasive techniques which are found in the data of this study namely repetition, strong arguments and clear text, forceful text, personal tone and metaphor (O'Shaughnessy & O'Shaughnessy: 2004, Armstrong: 2010, Ogilvy: 1983, and Sullivan: 2008). These persuasive techniques are found quite often in the data of the study. A single advertisement may employ more than one persuasive technique to make the message more attractive, and memorable. Persuasive techniques frequently found in the headline and body copy of these advertisements. Headline is the most essential part of printed advertisements. It is the first thing that can grab readers' attention and make them keep on reading to know more about the product being promoted. Then, body copy is the part where the advertisers amplify what is announced in the headlines. It will attract the main

prospects by giving the explanations of the benefits (Lane et al, 2011). The writer will discuss the kinds of persuasive techniques which are found in *Jafra* beauty product advertisement and how it used in these advertisement as follows:

a. Repetitions Techniques

Repetition techniques means that the advertisement for a product or service are repeated in order to attract the audience attentions (O'Shaughnessy & O'Shaughnessy, 2004). The kinds of repetitions that are commonly found in advertising are alliteration, keywords, enumeration, and synonymy (Vaičėnonienė, 2006). The repetitions techniques are found in the headline and body copy of these advertisements. The most common kinds of repetition used in the data of this study are repetition of keywords (certain words appear more than one time in an advertisement) and alliteration (repetition of consonant sounds, especially in the beginning words) (Vaičėnonienė, 2006).

There are some phrases are found in these advertisement which show the use of repetition of keywords. Here is one example of repetition of keywords which are found in the catalogue Fall/Winter 2016 edition (see Appendix no 1.10.2016):

(Headline) Skin Care, Evolved

(Body copy) *Jafra* pro addresses a full spectrum of aging concerns while **instantly** beautifying your skin.

a). Lightweight sun protection fluid provides an immediate lifting effect and helps to diminish wrinkles with amino acids.

b). Boosts skin's resilience and suppleness with hibiscus, pepper fruit and plant stem cells.

c). Restores epidermal lipids to **reduce** lines and wrinkles while creating an **instant** smoothing, blurring effect.

d). Pearlescent formula enriched with papaya and licorice **instantly** illuminates skin while minimizing discoloration over time.

e). Dual treatment visibly improves firmness of upper and lower eye areas and **reduce** the appearance of dark circles

The sentences above are found in the body copy of a skin care product of *Jafra* advertisement. The advertisement repeats the word 'instant' and 'reduce' several times. Based on Cambridge dictionary the word 'instant' is an extremely short period of time. While, the word 'reduce' is to become or to make something smaller in size. The words 'instant' and 'reduce' are repeated to attract the readers

attention (O'Shaughnessy & O'Shaughnessy, 2004), so they understand and believe, and then want to buy the product being advertised. The words 'instant' and reduce are repeated namely in the sentence: **instantly** beautifying your skin, creating an **instant** smoothing, and **instantly** illuminates skin while minimizing discoloration over time. Whereas, the word 'reduce' is repeated namely in the sentence, to **reduce** lines and wrinkles, and **reduces** the appearance of dark circles. Commonly, the word 'instant' and 'reduce' in the beauty product advertisements seems effective to catch the consumers attention who want to have beautiful skin with instant way and want to look younger because the lines and wrinkles are reduced. The word 'aging' in the body copy above shown that the main participant of these skin care product is the old woman (Hymes, 1972). By repeating the word 'instant and reduce' several times in these beauty product advertisement help to impress the audience especially the old woman and make the advertisement more interesting (Vaičėnonienė, 2006). The use of repetitions techniques also essentially leads to grow the audience familiarity with the message of these products in the advertisement (O'Shaughnessy & O'Shaughnessy, 2004). The old women who have skin problems such as the appearance of lines and wrinkles on the face may be persuaded to buy these product.

The data above also shown that the morpheme *-ion*, *-ence*, and *-ness* found in these advertisement at the words 'protection' in (a), 'resilience' and 'suppleness' in (b), 'discoloration' in (d), 'firmness' and 'appearance' in (e). The morpheme *-ion* changes the verb 'protect' into the noun 'protection', *-ence* changes the adjective 'resilient' into the noun 'resilience', *-ness* changes the adjective 'supple' into noun suppleness, *-ion* changes the verb 'discolor' into the noun 'discoloration', *-ness* changes the adjective 'firm' into noun 'firmness' and *-ence* changes the verb 'appear' into noun 'appearance' (Leech and Svartvik: 2002). The linguistic devices in advertising help to impress the message (Vaičėnonienė, 2006).

The verbs which are found in these advertisement are 'provides', 'help' and 'diminish' in (a), 'boosts' in (b), 'restores', 'reduces', 'smoothing' and 'blurring' in (c), 'minimizing' in (d) and 'improves' in (e) (Simpson, 2002). Verbs are

necessary items in these beauty product advertisement because help to show benefits of the products being advertised (Cook, 2001).

Another type of repetition in the collected data is alliteration. Alliteration is also used quite often in the data of this study. One example of the use of alliteration is found in the catalogue Spring/Summer 2017 edition (see Appendix no.2.30.2017):

(Headline) **Miracle Makeup**

(Body copy) Skin-loving Royal Jelly packs a punch of bee-utiful benefits.

A. Royal Jelly Luxe Shine Lip Gloss

Antioxidants and an exclusive moisture complex leave lips plump, hydrated and lustrous.

B. Royal Jelly Luxury Lipstick

Pigment-dense formula enriched with Royal Jelly wraps lips in vivid color and ultimate nourishment.

C. NEW LOOK !

Royal Jelly Radiance Foundation Broad Spectrum SPF 20

Provides lightweight, buildable coverage while treating skin to the revitalizing benefits of Royal Jelly.

Alliterations are found in the headline of lipstick product of Jafra advertisement which says **Miracle Makeup**. Based on Cambridge dictionary the meaning of 'miracle' is a very lucky event that is surprising and unexpected. Then, the word 'miracle' used in the lipstick product of these advertisement to attract the readers attention (Vaičėnienė, 2006) and these product emphasizes if the consumers use these product they may get the surprising and unexpected event. The word miracle in the headline of these product supported by the body copy which says 'skin-loving royal Jelly packs a punch of bee-utiful benefits'. The body copy of these product explains that the lipstick products have a great effect and beautiful benefit. It seems that the advertisement confirms that consumers who use these product may get the surprising and unexpected event such as: getting an exclusive moisture complex leave lips plump, hydrated and lustrous (a), the lips will be wrapped in vivid color and ultimate nourishment (b), and the product also provides lightweight, buildable coverage while treating skin (d). Therefore, the word 'miracle' persuade the readers to get the miracle or lucky event.

The morpheme *-ion* and *-ence* found at the words 'nourishment' in (b) and 'radiance' in (c). The morpheme *-ion* changes verb 'nourish' into noun

'nourishment' and *-ence* changes the adjective 'radiant' into noun 'radiance' (Leech and Svartvik, 2002). Another linguistic devices in these makeup advertisement is adjective. Adjective which are found in these product are 'lustrous' in (a), 'vivid' in (b), and 'lightweight' in (c) (Leech and Svartvik, 2002). Adjective give description about the product' qualities. Therefore, these adjective usually evoke positive emotion, fantasy, dreams, and desire (Vaičėnonienė, 2006).

Alliterations in these advertiements are found in the consonant /m/ in the word 'miracle' and consonant /m/ in the word 'makeup'. By using alliteration in the advertisement can make the sound more interesting and make the message in the advertisement more memorable (Vaičėnonienė, 2006). Repetition in advertising also leads to direct consumer to the ads in order easily to absorbed and familiar with the advertisement (O'Shaughnessy & O'Shaughnessy, 2004).

b. Strong Arguments and Clear Text Techniques

The kinds of strong arguments and clear text in advertising are using short words, short sentence and simple punctuation (Amstrong, 2010). One example of strong arguments and clear text are found in the headline of deodorant product of these advertisement in the catalogue Spring/Summer 2017 edition (see Appendix no 6.90.2017).

(Headline) **Clean & stylish**

(Body copy) Complete his collection with a fragrant deodorant.

A. Jafra Daily Aquatique for Men Deodorant Stick

Delivers all-day, waterproof protection.

B. Jafra Daily Skin Brightening Deodorant Roll-On

Gently corrects uneven skin tone.

C. Jafra Daily Sensitive Skin Deodorant Roll-On

Calms and soothes irritation-prone skin.

D. Jafra Daily Hair Minimizing Deodorant Roll-On

Reduces hair growth with continued use.

E. Jafra Daily Antiperspirant Deodorant Roll-On

Quick-dry formula fights wetness and odor.

The use of strong arguments and clear text techniques are shown in the headline above which says 'clean and stylish'. Based on Oxford dictionary the meaning of 'clean' is giving a clear and distinctive impression to the senses; sharp and fresh. While, based on Cambridge dictionary the word 'stylish' is a high

quality in appearance, design, or behaviour. The words 'clean and stylish' may mean that the deodorant product which is addressed for men (Hymes, 1972) in these advertisements can make the consumers who use these products protected, thus making the consumers who use the product look stylish especially for men.

The words 'clean & stylish' are reinforced with the phrases in the body copy which says delivers all-day and waterproof protection in *Jafra* daily aquatic for men deodorant stick (a), gently corrects uneven skin tone in *Jafra* daily skin brightening deodorant roll-on (b), calms and soothes irritation-prone skin in *Jafra* daily sensitive skin deodorant roll-on (c), reduces hair growth with continued use in *Jafra* daily hair minimizing deodorant roll-on (d), quick-dry formula fights wetness and odor in *Jafra* daily antiperspirant deodorant roll-on .

The phrases which are found in the body copy of these products advertisement support the word 'clean and stylish' so it may convince the consumers (Amstrong, 2010) that these product is able to keep the body hygiene, especially underarm to avoid wetness and odor. These product also used strong arguments and clear text to advertise the product, because these product advertisement using short word in the headline and short sentence in the body copy of these product to make the consumers easy to read the message and do not need long time to understand the message of the advertisement, so it can be useful especially for poor readers (ibid).

The morpheme *-ion* found in the body copy of these product which says 'collection' and 'protection' in (a), and 'irritation' in (b). Morpheme *-ion* changes verb collect into noun collection, *-ion* changes verb protect into noun protection and *-ion* changes verb irritated into noun irritation (Leech and Svartvik, 2002). Another linguistic devices also used in these product advertisement are verb and adjective. Verb which found in the body copy are the words 'delivers' in (a), 'correct' in (b), 'calms' and 'soothes' in (c), 'reduces' in (d), and 'fight' in (e) (ibid). Then, adjective which found in body copy are the words 'waterproof' in (a), 'uneven' in (b), and 'quick' in (d) (Simpson, 2002). Linguistic devices in advertising help to expressing persuasion, so the readers believe and want to buy the product (Cook, 2001).

c. Forceful Text Techniques

The kinds of forceful text that are used in advertisement are words which have power that sometimes can change the way people look at the product (Amstrong, 2010). The forceful text techniques are shown in the headline of skin care *Jafra* beauty product advertisement. Here are the examples of forceful text which are found in the catalogue Fall/Winter 2016 edition (see Appendix no 7.7.2016):

(Headline) **Protect and transform.**

(Body copy) Customize your Royal Jelly ritual with powerful antioxidants.

A. CLEANSE

Royal Jelly Gentle Cleansing Milk

Nourishing formula prepares skin for maximum absorption of other Royal Jelly products. Use with Sonic Cleanser for optimal results.

B. REVITALIZE

Revitalizing Sonic Cleanser

Sonic brush gently and thoroughly cleanses skin, removing all traces of makeup and impurities.

C. NOURISH

Royal Jelly Smooth & Firm Skin Nutrients

JAFRA's patent-pending DermaVal Complex and an abundance of vitamins beautify skin from the inside out.

D. REFINE

Vitamin Infusions Pore Minimizer Serum with Vitamin A

Refines skin texture and interrupts free radical damage with the powerful antioxidant properties of vitamin A and lentil seed extract.

E. FADE DARK SPOTS

Vitamin Infusions Spot Serum with Vitamin C

Botanicals and vitamin C lighten dark spots and prevent future discolorations.

F. HYDRATE

Vitamin Infusions Extra Hydration Serum with Vitamin E

Highly-concentrated serum delivers deep hydration, locking in moisture for up to 24 hours with seaweed and vitamin E.

G. PROTECT

Solar Protection Fluid Broad Spectrum SPF 50

Vitamin C shields skin from sun damage and oxidative stress while promoting even pigmentation.

The using of forceful text techniques are found in the headline of these skin care product advertisement above which says 'protect and transform'. Based on the Cambridge dictionary the meaning of the word 'protect' is to keep someone or something safe from injury, damage, or loss. While, the word 'transform' is to

change completely the appearance or character of something or someone, so that thing or person is improved.

The word 'protect' is reinforced with the phrases in the body copy which says the product gently and thoroughly cleanses skin and removing all traces of makeup and impurities in revitalizing sonic cleanser (b), highly-concentrated serum delivers deep hydration, locking in moisture for up to 24 hours with seaweed and vitamin E in vitamin infusions extra hydration serum with vitamin E (f), and vitamin C shields skin from sun damage and oxidative stress in solar protection fluid broad spectrum SPF 50 (g). While, the word 'transform' also reinforced with the phrases in the body copy which says the product can beautify skin from the inside out in Royal Jelly smooth & firm skin nutrients (c), refines skin texture and interrupts free radical damage in vitamin infusions pore minimizer serum with vitamin A (d), lighten dark spots and prevent future discolorations in vitamin infusions spot serum with vitamin C (e). From these explanations it seems that the word 'protect and transform' emphasizes that the consumers who use these skin care product may protect and transform the skin. The word 'protect and transform' have a power to persuade the consumers, because these word promise (Amstrong, 2010) to the consumers by using these skin care product the skin may protected and transformed. So, by using forceful text is often useful in advertising and seem more persuasive when customers are not confident of their knowledge (ibid).

Linguistic devices like possessive pronoun 'your' in the phrase 'Customize your Royal Jelly ritual with powerful antioxidants', which has a function of an adjective, because it modifies nouns (Leech and Svartvik, 2002). This pronoun is used to create a personal contact. So, personal pronoun may create a relationship between advertiser and customer and involve the customer into the issue (Cook, 2001). Another linguistic devices used in these product are verb and adjective. Verbs in these skin care product found in the body copy namely 'nourishing', and 'prepare' in (a), 'cleanse' and 'removing' in (b), 'beutify' in (c), 'refines' and 'interrupts' in (d), 'lighten' and 'prevent' in (e), 'delivers' in (f), 'shield' and 'promoting' in (g) (Leech and Svartvik, 2002). Verbs at these product

advertisement help to show the function of these skin care product and help to show the consumers about the quality of these product (Cook, 2001).

d. Personal Tone Techniques

The kind of personal tone technique is the ad writer should pretend to be writing a personal letter on behalf of a client, because personal pronoun like 'you' can create more persuasive (Ogilvy, 1983). The use of personal tones techniques are shown in the following example which are found in *Jafra* skin care product in the catalogue Fall/Winter 2016 edition (see Appendix no 10.4.2016):

(Headline) Enhance **your** ritual

(Body Copy) JAFRA's revolutionary Royal Active Peptide* harnesses the power of Royal Jelly to deliver the ultimate, revitalizing skin care experience.

A. REJUVENATE

Royal Jelly Global Longevity Balm

Activates and prolongs skin's resistance to premature aging and environmental stress with JAFRA's powerful, exclusive RoyalActive Peptide.

B. REJUVENATE EYES

Royal Jelly Global Longevity Eye Crème

Soothes puffiness and reduces the appearance of dark under-eye circles with rejuvenating Royal Jelly.

C. REJUVENATE

Royal Jelly Global Longevity Crème

The vitality-activating power of Global Longevity Balm, now in the form of a luxe, hydrating night crème. Recommended for nighttime use.

Personal tones are frequently found in the headline of the advertisement. The use of personal tone is shown in the headline of these skin care product of *Jafra* beauty product advertisement which says 'enhance *your* ritual'. Based on Cambridge dictionary the meaning of the word 'enhance' is to improve the quality, amount, or strength of something. The meaning the word 'your' is belonging or relating to the person or group of people being spoken or written to. While, the word 'ritual' is a set of fixed actions and sometimes words performed regularly. So, the means of the word 'enhance your ritual' in the headline of these advertisement is by using this skin care product the consumers may improve the quality of their ritual. The consumers may enhance their ritual by using the product of Royal Jelly global longevity balm to activates and prolongs skin's

resistance to premature aging and environmental stress (a), Royal Jelly global longevity eye crème to soothes puffiness and reduces the appearance of dark under-eye circles (b), Royal Jelly global longevity crème to hydrating the skin (c).

The using of morpheme *-al*, and *-ence* are found in the body copy of these product at the words ‘environmental’ and ‘resistance’ in (a), and ‘appearance’ in (b). Morpheme *-al* changes noun environment into adjective environmental, *-ence* changes verb resist into noun resistance, and *-ence* changes verb appear into noun appearance (Leech and Svartvik, 2002). Another linguistic device in these skin care product advertisement is verb. Verbs which are found in these skin care product advertisement namely ‘activates’ and ‘prolong’ in (a), ‘soothes’ and ‘reduces’ in (b), and ‘activating’ in (c). The verbs in these skin care product also help to convince the consumers about the function of these product (Cook, 2001).

The use of personal tone techniques like ‘your’ in the headline which says ‘enhance your ritual’ is to emphasizes the consumers that the message in the headline above is addressed to the readers personally, because by using personal tone in the advertisement can create the advertising more persuasive (Ogilvy, 1983). The consumers who have the skin problem and these skin care products are their solution, they may believe and want to buy these product.

e. **Metaphors Techniques**

The kinds of metaphor techniques is express the message of the advertisement quickly in a few words (Sullivan, 2008). The use of metaphor techniques are shown in the following example which are found in *Jafra* skin care product in the catalogue Spring/Summer 2017 edition (see Appendix no 14.6.2017):

(Headline) **Regal Nourishment**

(Body copy) Reveal your skin's beauty with a daily dose of vitamins and antioxidants, adapted to your needs.

A. **REFINE**

Vitamin Infusions Pore Minimizer Serum with Vitamin A

Vitamin A and lentil seed extract refine the appearance of skin texture.

B. **FADE DARK SPOTS**

Vitamin Infusions Spot Serum with Vitamin C

Botanicals and vitamin C minimize the appearance of dark spots and help to prevent future discoloration.

C. **HYDRATE**

Vitamin Infusions Extra Hydration Serum with Vitamin E

Supplies intense moisture for up to 24 hours with seaweed and vitamin E.

D. PROTECT

Solar Protection Fluid Broad Spectrum SPF 50

Vitamin C shields skin from environmental damage while promoting even tone.

E. NOURISH

Royal Jelly Smooth & Firm Skin Nutrients

A proprietary blend of targeted nutrients helps to beautify skin from the inside out.

The metaphor techniques are found in the headline and body copy of these skin care product advertisement which says 'regal nourishment'. Based on Cambridge dictionary the meaning of the word 'regal' is very special and suitable for a king or queen. While, the word 'nourishment' is food that you need to grow and stay healthy. The body copy explained that the phrase 'regal nourishment' in the headline means is a daily dose of vitamins and antioxidants, adapted to your needs. The consumers may complete the 'regal nourishment' for their skin with the product of vitamin infusions or minimizer serum with vitamin A to refine the appearance of skin texture (a), vitamin infusions spot serum with vitamin C to minimize the appearance of dark spots and help to prevent future discoloration (b), vitamin infusions extra hydration serum with vitamin E to supplies intense moisture for up to 24 hours with seaweed and vitamin E (c), solar protection fluid broad spectrum SPF 50 to shields skin from environmental damage while promoting even tone (d), Royal Jelly smooth & firm skin nutrients to beautify skin from the inside out (e). It seems that the advertisement use metaphor in the headline such 'regal nourishment' to make the readers stop and think about the message of the advertisement (Sullivan, 2008).

The use of verbs in the body copy such 'refine' in (a), 'minimize', 'help' and 'prevent' in (b), 'supplies' in (c), 'shield' and 'promoting' in (d), 'help' and 'beautify' in (e) (Leech and Svartvik, 2002). The use of verbs in advertisement help to emphasizes the function of these product (Cook, 2001). So, the consumers know these skin care products are suitable for their skin or not.

B. Discussion

The most prominent of persuasive techniques that are used in these study are repetition techniques, strong arguments and clear text, forceful text techniques, using personal tone techniques and metaphor techniques.

First, the repetition techniques persuade the consumers by repeating the specific words several times to impress the audience and make the advertisement more interesting (Vaičėnienė, 2006). For example, the word 'instant' and 'reduces' in these body copy of skin care product are repeated several times (see Appendix 1.10.2016). By repeated those words, it more emphasizes consumers that the product really can beautify the skin by reducing the wrinkles and lines with instant. The repetition of specific words in these advertisements also help the audience familiar with the message (O'Shaughnessy & O'Shaughnessy, 2004).

Second, strong arguments and clear text persuade the consumers by using short words, short sentences and simple punctuation, so the consumers easy to understand about the message of the advertisements (Amstrong, 2010). For example in the headline of deodorant product of these advertisement which says 'clean & stylish' (see Appendix no 6.90.2017). The headline in these deodorant product use short word to make the message of these product easy to understand especially for poor readers (ibid).

Third, forceful text techniques persuade the consumers by using words which have power like 'free', 'improved', 'new' or 'faster' (Amstrong, 2010). For example in the headline of the skin care product of this advertisement which says 'protect and transform' (see Appendix no 7.7.2016). The words 'protect and transform' in these headline have a power to persuade the consumers, because it promise the consumer that the product may 'protect and transform' the skin. The woman (Cook, 2001) which want to protect and transform their skin may be persuaded and want to buy these product.

Fourth, personal tone techniques persuade the consumers by using personal pronoun like 'you' can create the advertisement more persuasive (Ogilvy, 1983). For example in the headline of these skin care product which says 'enhance your ritual'. The personal pronoun 'your' in the headline is to emphasizes the

consumers that the message in the headline above is addressed to the readers personally.

Fifth, metaphor techniques persuade the consumers by express the message of the advertisement quickly in a few words (Sullivan, 2008). For the example in the headline of skin care product which says 'regal nourishment' (see Appendix no 14.6.2017). The advertisement use metaphor in the headline such 'regal nourishment' to make the readers stop and think about the message of the advertisement (ibid).

Lexical and morphological is also used to analyse the meaning of the message of the advertisement. Linguistic devices which frequently used in these advertisement are adjective and verb. Example, adjectives are found in the body copy such as 'lustrous' in (a), 'vivid' in (b), and 'lightweight' in (c). Verb are found in the body copy such as 'provides', 'help' and 'diminish' in (a), 'boosts' in (b), 'restores', 'reduces', 'smoothing' and 'blurring' in (c), 'minimizing' in (d) and 'improves' in (e) (see Appendix no.2.30.2017). Linguistic devices in advertising show the benefit of the products and also help to expressing persuasion, so the readers believe and want to buy the product (Cook, 2001).