

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Advertisement comes from the Latin verb 'advertere' meaning 'to turn towards'. Goddard (2001:6) states it is a certainty that advertisements are texts that do their best to get our attention, to make us turn towards them. For example, a road sign "Don't park here!" tries to get our attention and tells us not to park there. Advertisement is a written, verbal, pictorial, graphic, etc., announcement of goods or services for sale, employing purchased space or time in print or electronic media (Wiechmann, 1996:4). While advertising is mentioned as the process of calling the public's attention to the availability of goods, services and causes. The language of advertising is interested to analyze considering the words can persuade people about certain 'ideal' products.

Modern people cannot be separated with various advertisements. Cook (2001:1) mentioned that in modern society, we can find advertising everywhere. We always see advertisements anytime we watch television. They are also easily found along the street, shop, newspaper and even on a train we take on. We frequently see them in our email and website we are visiting. Although, Cook argues the advertisement is never the program of TV we are watching. It is also not the email we are waiting for, nor the website we are looking for. Advertising is always with us, everyday and everywhere.

The language of advertising is interesting to investigate. It is because advertising touches and affects the modern society every day. According to Fairclough in *Language and Power* (1996:201), besides constructing consumption communities indirectly, advertising also works ideologically. Firstly, the advertisement builds relation between advertisement and audience. Both advertisement and audiences need to be personalized. For example the use of direct address of audience members with 'you' and imperative sentences which is significant. Secondly, they create a certain 'image' for the product that will be advertised. The last, advertisements also build consumers by using the 'images' (1996:202-203). Therefore advertisements are becoming a challenging subject to

reveal further things that people need to identify for certain aims, for instance an intention of increasing a company profit by adapting the way of the success advertisements.

One of the aims of advertisement is to persuade people to purchase some certain products. Actually it is not as simple as people's assumption that advertisement has an intention only to promote and gain more profit for the company. However, it is also used to build and form people's idea about ideal product according to the advertisement. For example, the advertisement of a beauty brand that creates a fascinating advertisement to build the 'perfect' concept of beauty. In this study, the researcher is intended to investigate the language of Herbalife advertisement in constructing ideal ways to stay healthy.

Besides beauty and healthy products, people can find more various products advertisement with different kinds of selling. Generally there are two kinds of selling. They are direct selling and indirect selling. The advertisements on TV, magazine and internet are usually indirect selling. People can get the products easily without having to contact their independent distributor. But in direct selling, the advertisements tend not to use such media to promote their products. That is because the official distributors directly promote them by using the available catalogs that are usually issued monthly.

One of the brands which uses the direct selling is Herbalife. Based on the data from www.herbalife.co.id, Herbalife is an international company which produces and markets the healthy food supplement, weight management, sport nutrition and skincare products. It was founded by Mark Hughes in Los Angeles, California, US in 1980. The company employs around 8.000 people worldwide. Since Herbalife is kind of direct selling or commonly known as MLM (Multi Level Marketing), it has millions of member. There are about 3.2 million independent distributors. Supported by the huge independent member in more than 80 countries, including Indonesia, Herbalife is becoming a successful multinational company with net annual income of \$3.5 quintillions.

The profit of Herbalife is wonderful. In addition, the company is still existing, although the founder, Mark Hughes, has passed. So, the company stands for 37 years with spectacular income. It is so wonderful considering the products'

price are expensive compared with similar ones, especially for Indonesia people. Therefore the researcher is encouraged to have a study on how Herbalife convinces people to buy their expensive products.

This research is conducted to find out the persuasion used by Herbalife by using the theory of persuasion written by Sean Brierley and Max Sutherland. Furthermore, the lexical choices of the advertisement texts are analyzed. The study focuses on the persuasion techniques utilized in Herbalife's products catalog.

1.2. Problems of the Study

Based on the explanation of the background above, the researcher can formulate the problem of the study as follow:

- a. What are the techniques of persuasion used in Herbalife health product advertisements?
- b. How does the advertisement implement the persuasion techniques?

1.3. Objectives of the Study

This research is conducted to:

- a. Identify the persuasion techniques used in Herbalife health product advertisements
- b. Find out how the advertisement implements the persuasion techniques

1.4. Significance of the Study

The author has two intentions toward this study. Firstly, the writer wants to enrich the research in analysis of persuasion words in advertisements that is expected to be valuable contribution for the students and the lecturers of Muhammadiyah University of Surabaya, especially for English department. Secondly, this thesis is arranged to be a good reference for further research about persuasion analysis on advertisements.

1.5. Limitation of the Study

In this study, the researcher will focus on 20 advertisements of Herbalife's bestselling products to investigate the persuasion of advertisement that is used to reach more consumers and sell more products.

1.6. Definition of Key Terms

In order to understand throughout the study, it is important to know the specific key terms related to persuasion analysis on advertisements:

1. Advertising

Hackleys (2005:7) explains that advertising is one element of the promotional mix; a management tool defined by its explicit promotional, mediated and paid-for character, and differentiated from other marketing communications disciplines such as public relations, personal selling, corporate communications, sales promotion and so on.

2. Persuasion

Canavan (1974:252) defines persuasion as the art of convincing a person, usually a group of people, to receive a thought that you have made about someone, something, or some ideas.