

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the findings of the research and the discussions of the data analysis. The findings and the discussions are divided into two main sections based on the two research questions. The first question is what the persuasion techniques employed in Herbalife health product advertisement, and the second one is how the advertisement implements the techniques in their advertisement texts.

4.1. Research Findings

This section focuses on the use of persuasion techniques that the researcher finds in Herbalife catalog. The following table (Table 4.1) shows the finding of the persuasion techniques based on the indicators taken from the theory of persuasion of Sean Brierley (2002) and Max Sutherland (2008).

Note for the persuasion Techniques:

1. RA= Raising Awareness
2. EP = Expressing Proximity
3. SI = Sustaining Interest
4. PF = Performing Fear
5. Tm = Testimonial
6. CE = Celebrity Endorsement

Table 4.1 The Techniques of Persuasion

No.	Product and the Advertisement Texts	RA	EP	SI	PF	Tm	CE
1.	Formula 1 Healthy Meal Nutritional Shake Mix (Kosher Vanilla)	V					
2.	Formula 1 Healthy Meal Nutritional Shake Mix (Wild Berry) (p.33)					v	
3.	Sleep Now (p.31)		v				
4.	Kindermins (p.37)		v				
5.	Herbalife24 Rebuild Strength (p.42-43)						V
6.	Soup Mix (p.21)			V			
7.	Personalized Protein Powder (p.18)	V					
8.	Bath and Body Bar (p.58)	V					
9.	Mega Garlic Plus (p.29)			V			
10.	Green tea Pomegranate (p.46-47)	V					
11.	Ultimate Prostate Formula (p.35)		v				
12.	Roasted Soy Nuts- Chile Lime (p.20)		v				
13.	Joint Support Advanced (p.38)				V		
14.	Body Buffing Scrub						

	(This product is currently not available on February 2017 catalog)						
15.	Body Contouring Crème (This product is currently not available on February 2017 catalog)						
16.	Herbalife Skin Soothing Aloe Gel (p.58)	v					
17.	Snack Defense (p.16)	v					
18.	Xtra-Cal Advanced (p.36)				V		
19.	H3O Fitness Drink Orangeade (p.44)		V				
20.	Liftoff Pomegranate-Berry Burst (p.45)	v					
Total		7	5	2	2	1	1

4.1.1. Raising Awareness

Data 1

Formula 1 Healthy Meal Nutritional Shake Mix (Kosher Vanilla) (p.8)

THE PERFECT BLEND

(1)Core nutrition focuses on the micronutrients and macronutrients you need to thrive each day. (2)Our trio of core products works together to kick-start your healthy eating habits

At the headline of the advertisement text, the word ‘perfect’ is introduced. This word is combined with the word ‘blend’ in the phrase ‘the perfect blend’. According to Cambridge Advanced Learner’s Dictionary, ‘perfect’ means complete and correct in every way, of the best possible type or without fault, and ‘blend’ means a mixture of different things or styles. These two words remind the readers about the mixture product which is necessary, complete and without faults, regarded to the name of product: Healthy Meal Nutritional Shake Mix. It is found that Herbalife advertisement tries to persuade people to consume ‘the perfect blend’ in order to be healthy. This is then related to the nutrients need of human being to stay healthy. Therefore the advertisement text uses the words ‘macronutrients’ and ‘micronutrients’ which are claimed contained inside this product. It also uses the lexis ‘thrive’ which means to grow, develop or be successful that makes the readers be aware about the nutritious product which help to grow up well and stay healthy. It raises people’s awareness, as one of the persuasion techniques (Brierley,2002:145), about the ideal nutrition that should be

consumed everyday to grow well and strong by having the Nutritional Shake Mix that contains macronutrients and micronutrients.

Grammatical cohesive devices namely reference and conjunction are found in the data 1. The pronoun 'you' in the sentence 1 and the pronoun 'our' in the sentence 2 are categorized to personal reference (Halliday and Hassan, 1976:43). The personal reference 'you' refers to the catalog readers. It utilizes 'you' to involve readers and make them realize much more about the importance of good nutrition described in this advertisement text. It is also found clause 'kick-start your healthy eating habits'. The phrase 'kick-start' means to make something start to happen, and the word 'habit' means something which you do often and regularly, sometimes without knowing that you are doing it. It can be seen that the advertisement uses the phrase 'kick-start' to invite readers to try their product. The lexis is followed by the phrase 'healthy eating habits'. A healthy life can be reached by doing a healthy eating routine. It means that the advertisement raises them a habit of having meals healthily. The lexical choice of 'habit' shows that the advertisement asks readers to consume the product in their daily life. They are reminded to consume it every day. So, in the sentence 2, the advertisement stresses their core products with combination of core nutrients, and then reminds the readers to start their healthy eating habits by consuming the product. Meanwhile, the pronoun 'our' refers to Herbalife. By using this reference, the advertisement wants to emphasize that the good product mentioned in the advertisement belongs to Herbalife.

On the other hand, the conjunction is indicated by the word 'and' in the sentence 1. It is a kind of additional conjunction. Additive conjunction is used to add additional fact or idea (1976:244). In the sentence number 1, the advertisement employs the conjunction 'and' to add idea that it is not only micronutrients but also macronutrients are needed by people. By using the additive conjunction, the explanation on the advertisement becomes more complete and persuading people to try the product.

Based on these analysis, it can be concluded that Herbalife uses one of the persuasion techniques by raising awareness of healthy life. That is found on the

way of Herbalife in raising the catalog readers' awareness to persuade people to try the products.

Data 2

Personalized Protein Powder (p.18)

NEED A BOOST?

(3)Protein-based snack for energy and nutrition.

(4)Boost your protein

(5)Personalized Protein Powder is a high-quality, non-fat protein blend that supports your weight-management and fitness goals. (6)Increased protein intake helps you feel fuller longer and maintain your energy level between meals.

The above advertisement puts a question at the headline of this product's advertisement texts. That is: "NEED A BOOST?". The lexical choice 'need' means require, used to show what you should or have to do. While the lexical choice 'boost' means something that gives extra strength or power to something (Cambridge Advanced Learner's Dictionary). 'Need a boost?' contains a question if the readers require something that gives extra strength or power, especially for their bodies. This is the way of the advertisement to attract the catalog readers by using a question (Cockcroft and Cockcroft, 1992:93) as headline. The lexical choice of 'need' and 'boost' also shows that they want the readers to be curious about the answer of the question. The use of word 'need' emphasizes that the readers require or should have the product to give them extra strength and energy (boost). The question 'need a boost' is answered with the phrase 'boost a protein' which reminds the readers that this product is the answer for those who want to boost himself with protein. By asking the question, Herbalife advertisement makes the readers remember that they need a supplement product which can give extra power.

A visible phrase is added at the beginning of the product description, that is 'high-quality'. The word 'high' means greater than the usual level or amount and the word 'quality' means how good or bad something is. 'High-quality' indicates that the product has a superior content. The advertisement also gives other words like 'non-fat protein blend that supports your weight-management and fitness goals' that make the readers be aware of the benefits of the product. The phrases 'non fat protein, weight management and fitness goal' do a mutual

support in meaning since each has function to make the readers' awareness raises about boosting protein to their healthy bodies but still keep the weight.

Meanwhile, the advertisement gives the sentence, "Increased protein intake helps you feel fuller longer and maintain your energy level between meals.". This compound sentence raises readers' consciousness about the importance of taking protein into their bodies. The advertisement then offers the protein needed, but with certain speciality that maintain the energy without added food between meals. The use of lexical choice like 'increased, feel fuller longer and maintain energy' convinces readers to step by step believe with the product.

Moreover, the advertisement also inserts the lexis 'maintain your energy level between meals'. The word 'maintain' means to continue to have; to keep in existence, or not allow to become less. The use of the word 'maintain' in the statement reminds readers that they should consume product which can make them continue to have energy between meals. It answers the question headline. All people absolutely need continuous energy even before the next meal. They need a product that can give it. That's why the words 'need' and 'boost' are used in this advertisement text. The advertisement raises the catalog readers' awareness about the importance of consuming a healthy snack that can improve their energy.

It is found grammatical cohesive devices in this data 2, namely reference and conjunction. The kind of reference on the above advertisement is personal reference. It is expressed in the words 'you' and 'your' (Halliday and Hasan, 1976:43). The pronoun 'you' and 'your' in the advertisement texts refer to all of the Herbalife catalog readers. The conjunction 'and' at the phrase 'Protein-based snack for energy and nutrition' is additive conjunction that is used to indicate additional fact or idea. Here, the advertisement wants to add a fact about nutrition besides energy which become the main benefits of their protein-based snack product. Furthermore, the word 'and' in the sentence, 'Increased protein intake helps you feel fuller longer and maintain your energy level between meals' indicate additional idea of the advertisement. In describing the superiority of the product, the advertisement employs this additive conjunction to link the idea about protein intake and the benefits for the readers' health.

In conclusion, the use of those words is the advertisement's technique in raising people's awareness to supply themselves with protein to make them healthier. By doing so, the advertisement offers the product as needed (Brierley,2002:145).

Data 3

Bath and Body Bar (p.58)

CLEANSE, MOISTURIZE AND REJUVENATE

(7)Cleanse and refresh your skin

(8)Gentle coconut-derived cleansers refresh skin

(9)Rich suds infused with aloe vera and olive oil

(10)Fresh, clean scent

This beauty product, Bath and Body Bar, has three attention-grabbing verbs at the headline. They are CLEANSE, MOISTURIZE AND REJUVENATE. Retrieved from Cambridge Advanced Learner's Dictionary, the lexical choice 'cleanse' means to make something completely clean. The lexical choice 'moisturize' means to make something slightly wet or to become slightly wet. While the word 'rejuvenate' means to make someone look or feel young and energetic again.

Every woman needs to have clean, moisture and young skin. This advertisement seems to raise the catalog readers' awareness (Brierley,2002:145) about their skin conditions by presenting these three verbs: cleanse, moisturize and rejuvenate. It makes women remember to care their skin in order to be beautiful and healthy. Those verbs are followed by a sentence addressed to the readers 'Cleanse and refresh your skin'. The pronoun 'your' here refers to the catalog readers. In this sentence, the advertisement text uses the conjunction 'and' to give additional idea. The readers are not only asked to cleanse but also refresh their skin. Moreover, there is one lexical cohesion which can be found in the data 3. The word 'cleanse' is repeated in the sentence that is belonging to repetition, because the word 'cleanse' in 'Cleanse and refresh your skin' has relationship with the previous statement 'CLEANSE, MOISTURIZE AND REJUVENATE'. The advertisement wants to give stress to the readers about the benefits of the product.

At the product description, the advertisement still shows the superiority of the product which is mentioned to have special content. It is found on the lexical

choice ‘coconut’, ‘aloe vera’ and ‘olive oil’. The ingredients are believed to have benefits for skin. The adjective ‘fresh’ and ‘clean’ also emphasize the good effect of the cleanser. It can be seen that the advertisement notifies readers, by using the lexis, about the herbal content. Employing the natural ingredients and the adjectives is the way of the advertisement to present the benefits and superiority of the product and persuade the catalog readers to use the product.

Data 4

Green Tea Pomegranate (p.46-47)

BOOSTS THE FEELING OF ENERGY

(11)Healthy hydration

(12)With 25 mg of caffeine per serving, this refreshing tea is lower in caffeine than an 8 floz cup of coffee

(13)Hydration for any time of day

(14)Supports the body’s antioxidant activity

(15)Protects against free radical damage

(16)Contains no artificial colors, flavors or sweeteners

(17)Zero calories

Green Tea Pomegranate is supposed to be a healthy hydration product. It has an eye-catching words at the headline: Boosts the feeling of energy. The lexical choice ‘boost’ means to improve or increase something, feeling has meaning ‘when you feel something physical’ and energy has meaning ‘the power and ability to be physically and mentally active’ (Cambridge Advanced Learner’s Dictionary). The lexical choice of the advertisement is absolutely has an aim. In this way, they try to present a product that can increase or improve physical power. The words ‘boost’, ‘feeling’ and ‘energy’ refer to the main benefit which belongs to this product. The advertisement raises the catalog readers’ awareness (Brierley,2002:145) by showing the benefit of drinking the healthy hydration.

The attractive headline is strengthened by the statements at the description of the product. The adjective ‘healthy’ is chosen to increase the readers’ trust about the beverage. In this data 4, it can be found some verbs like ‘boost’, ‘support’, ‘protect’ and ‘contain’. They are utilized to emphasize the superiority of the product. The use of this lexis reveals that the advertisement tries to remind readers to consume healthy hydration which has some benefits asserted on the above advertisement text.

In the other hand, it is found a lexical cohesive device indicated by collocation in the data 4. The collocation appears in some phrases like healthy hydration and refreshing tea. The phrase 'healthy hydration' is a kind of collocation which is indicated by the combination of the words 'healthy' as adjective and 'hydration' as noun. It will be peculiar if the word 'hydration' is substituted by other word, for instance 'liquid'. The next phrase indicated as collocation is 'refreshing tea'. It also comes from the combination of an adjective (refreshing) and a noun (tea). The phrase will be uncommon, if the word refreshing is replaced with another one like 'revitalizing'.

Actually, the phrase 'refreshing tea' in the expression "Healthy hydration. With 25 mg of caffeine per serving, this refreshing tea is lower in caffeine than an 8 fl oz cup of coffee" has relationship with the previous phrase 'healthy hydration'. It is indicated by a demonstrative reference. 'This' in front of the phrase refers to healthy hydration. Next, the word 'hydration' is repeated on the next advertisement text "Hydration for any time of day". The advertisement makes emphasis on the word 'hydration' by having reiteration the same word and presenting demonstrative reference 'this' before the phrase 'refreshing tea' which is referred to the healthy hydration. Furthermore, a comparative reference is found in data 4 above. It is shown by word 'lower' (sentence 12). According to Halliday and Hasan, it is a kind of particular comparative which states comparison between things based on the quality or quantity (1976:77). Here, the advertisement compares the caffeine content in the product Green Tea Pomegranate comparing with a cup of coffee. From these analysis, it can be concluded that the advertisement text also persuades readers by the cohesive expressions in describing the benefits of the product.

Data 5

Herbalife Skin Soothing Aloe Gel (p.58)

(18)Soothing Gel

(19)Shown to leave skin smoother and softer

(20)Infused with aloe vera and skin-conditioning botanicals to moisturize and soothe skin

(21)No added fragrance

At the beginning of data 5, it is found the phrase 'soothing gel'. The word 'soothing' has meaning making something less painful' and the word gel has

meaning ‘a thick, clear, liquid substance, especially one used on the hair or body’ (Cambridge Advanced Learner’s Dictionary). By presenting this phrase, the advertisement introduces the product as a thick clear liquid that is supposed to decrease the feeling of pain on skin. In the other hand, the phrase ‘soothing gel’ can be categorized as collocation that indicates the combination of adjective ‘soothing’ and noun ‘gel’. Another collocation in this data 5 is found on the phrase ‘skin conditioning botanicals’ which also consists of adjective ‘skin-conditioning’ and noun ‘botanicals’. Those words are utilized to show the cohesive meaning of one word to another. The advertisement employs the collocations to express the benefits of this product.

After presenting the main benefits of the product, the advertisement also adds some information like “Shown to leave skin smoother and softer”. It claims the additional superiority of the gel by the use of the words ‘smoother’ and ‘softer’. The advertisement seems to remind readers’ awareness (Brierley,2002:145) to the product that is mentioned to soothe skin and make it smoother and softer. This persuades the catalog readers to try the product.

Furthermore, on the adjectives ‘smoother’ and ‘softer’, it is found a cohesive device namely comparative reference which is categorized as particular comparative reference (Halliday and Hasan, 1976:77). The advertisement uses the comparison to show the readers the condition of the skin after applying the soothing aloe gel. Beside of that, it is also identified a grammatical cohesive device in data 5, that is additional conjunction. The words ‘and’ are used three times to present additional fact or idea. For example, the word ‘and’ in the sentence “Shown to leave skin smoother and softer” is employed to add another idea that Herbalife Soothing Aloe Gel does not only make the skin smoother but also softer. Based on these analysis, it can be concluded that the advertisement uses of the above cohesive devices to create the unified persuading texts.

Data 6

Snack Defense (p.16)

EVERYONE CAN USE A LITTLE HELP

(22)Eating right and exercising is a good start, but what if you need a little more help?

(23)Supports blood sugar levels already within a normal range

(24)Gymnema and chromium help support healthy blood sugar levels within normal range

(25)Excellent source of chromium

In the data 6, there are some words as the headline: Everyone can use a little help. The word 'help' is repeated in the description, "Eating right and exercising is a good start, but what if you need a little more help?". In Cambridge Advanced Learner Dictionary the word 'help' means to make it possible or easier for someone to do something, by doing part of the work yourself or by providing advice, money, support, etc. In this advertisement text, 'help' is considered to have meaning as supplement food that supports the body to keep healthy.

The word 'help' is, once again, mentioned at the product description, "Gymnema and chromium help support healthy blood sugar levels within normal range." This sentence also indicates that the advertisement wants to make the catalog readers aware about the importance of consuming some substances which are good for blood sugar level, they are gymnema and chromium that are the contents of the product. The materials are stated to maintain the blood level normal. It can be seen that the advertisement raises people's awareness by presenting the substances and the benefits of the product to persuade them to try the product (Brierley, 2002:145).

On the other hand, a lexical cohesion, namely repetition, is found in the data 6. The word 'help' is repeated twice. After using 'help' in the first sentence, the advertisement also employing the same lexis at the second and forth sentence. It is indicated that the advertisement wants to give accentuation to the readers about the product which is supposed to help people stay healthy. This way is employed to persuade readers to buy the product.

Meanwhile, there is one kind of conjunctions in this data, that is additive conjunction (Halliday and Hasan, 1976:244). The additive conjunction is presented by word 'and' in the second and forth sentence. The word 'and' in "Eating right and exercising is a good start, but what if you need a little more help?" indicates that the advertisement gives additional explanation about eating right, beside exercising, which belong to the good start. Then 'and' in "Gymnema and chromium help support healthy blood sugar levels within normal range" shows that the advertisement gives additional fact about some contents which are good for blood sugar level. Using the conjunction, the advertisement asserts that the good content is not only gymnema but also chromium. The additional facts

and idea by the use of conjunction ‘and’ can raise people’s awareness and persuade them to try the product at this advertisement.

In the data 6, it is also found an adversative conjunction ‘but’ (Halliday and Hasan, 1976:250). It can be seen in the sentence “Eating right and exercising is a good start, but what if you need a little more help?” The advertisement explains things as a good start and the contrary of how if the people needs food supplement to help them healthy. The use of the adversative conjunction aims to remind the catalog readers about the importance of having food supplement. The lexis persuades readers to buy the product.

Data 7

Liftoff Pomegranate-Berry Burst (p.45)

ENERGIZE YOUR PERFORMANCE

(26)Whether you’re out for a run, at a gym or engaged in sport, Herbalife Liftoff is formulated with a unique energy blend and B vitamins to support top performance

(27)Gives you the caffeine boost you need to stay alert and focused

(28)Supports brain function, accelerates memory recall and helps reduce the feeling of mental fatigue with ginsenosides

(29)Specially formulated with 351 mg of a unique energy blend that includes Panax ginseng, L-aurine, caffeine, guarana extract and inositol

(30)Loaded with vitamin C and energy-supporting B vitamins: B1, B2, B3, B5, B6, B7 and B12

In the data 7, an imperative expression is written at the headline of the advertisement text. That is: “Energize your performance”. The lexical choice ‘energize’ means to make someone feel energetic or eager, while the lexical choice ‘performance’ means how well a person, machine, etc. does a piece of work or an activity (Cambridge Advanced Learner’s Dictionary). In addition, the advertisement employs personal reference at the headline. It is identified by the pronoun ‘you’ which has a function to refer to relevant persons or object(Halliday and Hasan, 1976:43). Here, the pronoun ‘you’ refers to the catalog readers. It involves the readers to be part of the advertisement. At the beginning of the product description: “Whether you’re out for a run, at a gym or engaged in sport, Herbalife Liftoff is formulated with a unique energy blend and B vitamins to support top performance”, it is also found the pronoun ‘you’. Employing the lexis ‘run’, ‘gym’, ‘sport’, ‘energy’ and the pronoun ‘you’, the advertisement seems to

remind the catalog readers that people who like running, gym and sport should have this product to energize the body.

There is an additive conjunction identified by the word 'and' at each sentence of the product description. The conjunction has a function to give additional fact or idea (Halliday and Hasan, 1976:244). For instance, in the sentence "Gives you the caffeine boost you need to stay alert and focused", the word 'and' means the caffeine boost that make people not only stay alert but also focused; and the sentence "Supports brain function, accelerates memory recall and helps reduce the feeling of mental fatigue with ginsenosides" which indicates the advertisement give some additional benefits by presenting conjunction 'and'. The two above examples deliver the benefits of the product. Next, they are followed by either two sentences which using the additive conjunction 'and' in explaining the substances contained. The sentences are "Specially formulated with 351 mg of a unique energy blend that includes Panax ginseng, L-aurine, caffeine, guarana extract and inositol" and "Loaded with vitamin C and energy-supporting B vitamins: B1, B2, B3, B5, B6, B7 and B12". The words 'and' in these sentences are employed to add more information about the content of the product. The clear explanation about both the content and the benefits can make the catalog readers aware about a good product.

Based on these analysis, it can be concluded that the advertisement apply some relevant lexis and additive conjunction in presenting the content and the benefits of the product to raise the readers' awareness and persuade them to purchase it (Brierley,2002:145).

4.1.2. Expressing Proximity

Data 8

Sleep Now (p.31)

REST AND REJUVENATE

(31)Rest is an important part of a healthy lifestyle for all ages. (32)It rejuvenates your body and mind, and regulates your mood.

(33)Helps you get the rest you need.

(34)Melatonin supports sound sleep so you can rest easy.

This product, Sleep Now, has a short headline and description. At the headline, there is a statement "Rest and Rejuvenate". According to Cambridge Advanced Learner's Dictionary, the lexical choice 'rest' means to (cause someone

or something to) stop doing a particular activity or stop being active for a period of time in order to relax and get back your strength, while the lexical choice 'rejuvenate' means to make someone look or feel young and energetic again. Using those lexical choices, the headline wants to depict the main benefit of the product which can make people relax easily and get strong as well energetic.

Meanwhile, at the short description, the pronouns 'you' and 'your' are frequently found. In sentences, "It rejuvenates your body and mind, and regulates your mood." There are two pronouns 'your'. This pronoun addressed to the catalog readers. 'Your body and mind' refers to the body and mind belonging to the readers. Either, 'your mood' at the sentence means the condition of feeling of the catalog readers. On the other hand, it is found additive conjunction 'and' used twice in the sentence above. The function of the conjunction is to show additional idea or facts. The advertisement wants to give additional idea about not only body but also mind, which can be rejuvenated by consuming this product. Then the word 'and' before the clause "regulates your mood" links to the previous clause "It rejuvenates your body and mind". Furthermore, the use of pronouns 'you' appear in the next sentences "Helps you get the rest you need. Melatonin supports sound sleep so you can rest easy." The words 'you' here are chosen to refer the advertisement readers. In the sentences, the advertisement states that the product can help 'you' (the readers) get the rest 'you' (readers) need. Melatonin, a substance contained at the product, claims to support sound sleep so 'you' (readers) can rest easy. The use of the conjunction 'and', the personal pronoun 'you' and 'your' unify the idea of the advertisement about the beneficial product introduced to the readers. The lexical choices can influence readers to try the product.

Based on this analysis, it can be concluded that the advertisement repeatedly uses those pronouns, 'you' and 'your', to address the readers personally (Brierley, 2002:152). The use of 'you' and 'your' can create proximity between the advertisement and the readers. By presenting the proximity, it is expected that the catalog readers would purchase the product.

Data 9

Kindermins(p.37)

ESSENTIAL NUTRITION FOR YOUR KIDS

(35) You want the best nutrition for your kids so that they grow up healthy and strong. (36) Herbalife Children's Health products can help your kids meet their total nutrient requirements.

(37) Liquid multivitamins for kids.

(38) 11 essential vitamins infants and toddlers need every day to support healthy growth and development.

Kindermins is mentioned as a multivitamin for children. In data 9, it is found a headline, "Essential Nutrition for Your Kids". The lexical choice 'essential' means necessary; needed, and the lexical choice 'nutrition' means the substances that you take into your body as food and the way that they influence your health (Cambridge Advanced Learner's Dictionary). Meanwhile, 'your' in the statement, "Essential Nutrition for Your Kids", addresses children belonging to the catalog readers. By using the lexical choices at the headline of this advertisement text, the advertisement wants to show that Kindermin is a necessary substance which needed by the children to grow well. The phrase 'essential nutrition' is one kind of collocation which consists of the combination between adjective (essential) and noun (nutrition). It can be seen that the advertisement utilized the word 'essential' to link on the word 'nutrition'. The adjective 'essential' gives not only information, but also stress for the readers to try the product.

In addition, it is found grammatical cohesive device namely reference and conjunction in data 9. The kinds of reference in the paragraph above is personal reference signed with the pronoun 'you' and 'your'. In the description, "You want the best nutrition for your kids so that they grow up healthy and strong. Herbalife Children's Health products can help your kids meet their total nutrient requirements." the pronouns 'you' and 'your' are repeated many times. The advertisement tries to emphasize that you (the catalog readers) want the best nutrition for your children (kids of the readers) so that they can grow up healthy and strong. Then it is also illustrated that the children health product can help your kids (readers') fulfill their nutrition need. The advertisement employs the personal reference 'you' and 'your' to address and involve the catalog readers. It aims to make proximity between Herbalife brand and the catalog readers (Brierley,

2002:152). The feeling of the closeness and the involvement can persuade readers to buy the product on the advertisement text.

Next, the grammatical cohesive device is shown by causal conjunction 'so'. The word 'so' is applied to indicate a relationship of cause and effect. At the description "You want the best nutrition for your kids so that they grow up healthy and strong.", the advertisement introduces the readers about the effect of the best nutrition for the children that can make the children grow well.

Other conjunction device in data 9 is additive conjunction indicated by the word 'and'. In the sentence "11 essential vitamins infants and toddlers need every day to support healthy growth and development", the additive conjunction 'and' are used to express additional idea. The advertisement wants to add the idea that not only infants but also toddlers need the essential vitamins, for both healthy growth and development.

Data 10

Ultimate Prostate Formula (p.35)

VITALITY AND WELL-BEING FOR MEN

(39)Addressing your male-specific health needs benefits your overall well being. (40)Herbalife Men's Health products help you get the most out of life.(41)Promotes prostate health

(42)Formulated with saw palmetto, which promotes prostate health and urinary function

(43)Excellent source of antioxidant vitamin E

Ultimate Prostate Formula is a Herbalife product which is especially made for men. This advertisement text contains a headline: "Vitality and Well-being for Men". The lexical choice 'vitality' means energy and strength; the word 'well-being' means the state of feeling healthy and happy;and the word 'men' means adult male humans being (Cambridge Advanced Learner's Dictionary). Based on the meaning of the lexical choices, it can be seen that the headline wants to introduce Ultimate Prostate Formula as a product that can give the men energy, strength, health and happiness. The use of the noun 'vitality' and 'well-being' gives the positive image of this product to the readers. The advertisement wants to persuade readers through the positive meaning on the headline of this advertisement text.

The pronouns used in the advertisement text are predominantly 'you' and 'your' which refer to the readers personally. The personal reference 'you' and

'your' are used to address the catalog readers. By involving the readers into the advertisement text, the readers will feel close and comfortable. It indicates the advertisement tries to create proximity between Herbalife and the catalog readers (Brierley, 2002:152). The feelings make them tend to try the product offered in the advertisement text.

On the other hand, there is one kind of conjunction which is found in the data 10. The conjunction is in form of additive conjunction shown by the word 'and'. It is found in the sentence "Formulated with saw palmetto, which promotes prostate health and urinary function". The additive conjunction is used to give additional fact or idea. In this case, the advertisement wants to add idea about the superiority of the product Ultimate Prostate Formula which is not only good for the prostate but also the urinary function. The unified explanation about the benefits of the product and the use of appropriate lexis make this advertisement text easily persuade the readers to buy the product.

Data 11

Roasted Soy Nuts- Chile Lime (p.20)

PROTEIN-POWERED SNACKS

(44)A healthy snacking habit can help you manage your diet. (45)Try these products when looking to sustain your energy throughout the day.

(46)Salty, crunchy and nutritious

(47)9 g of protein (good source)

(48)100 calories per packet

(49)Convenient, portion-controlled snack for on-the-go use

Herbalife does not only consist of milkshake and supplement in tablet form, but also snacks. One of them is Roasted Soy Nuts-Chile Lime. This product involves nutrition information at the headline that can attract the catalog readers: "Protein-Powered Snacks". According to Cambridge Advanced Learner's Dictionary, the lexical choice 'protein' means one of the many substances found in food such as meat, cheese, fish or eggs, that is necessary for the body to grow and be strong. Meanwhile, the lexical choice '-powered' means operated by the type of energy stated;and the word 'snack' means a small amount of food that is eaten between meals, or a very small meal. These definitions explain that the lexical choices represent the main substance which is contained by Roasted Soy Nuts. The short headline informs the readers that the product is definitely a very small meal which contains an important substance needed by body to grow up and

be strong. Using the attractive lexical choices on the headline, the advertisement grabs the readers' attention and persuades them to try the snack.

There are some personal references with the previous data found in this data 11. The personal references are shown by words 'you' and 'your' in the sentence "A healthy snacking habit can help you manage your diet." Here, the pronouns 'you' and 'your' are used to address all of the Herbalife catalog readers. The advertisement addresses and involves the readers personally (Brierley, 2002:152). By doing so, the readers are persuaded easily and want to buy this product.

Grammatical cohesion in data 11 is also indicated by conjunction. The conjunction is shown by the word 'and' which is known as additive conjunction. The additive conjunction is used to add additional fact or idea. In the sentence "Salty, crunchy and nutritious", the advertisement wants to add idea about the taste of a product namely Roasted Soy Nuts- Chile Lime which is not only salty and crunchy but also nutritious. Based on this analysis, it can be concluded that the advertisement employs the lexical choices and the grammatical cohesion above to create a cohesive advertisement text which can persuade the catalog readers.

Data 12

H3O Fitness Drink Orangeade (p.44)

HYDRATE FOR YOUR HEALTH

(50)You give 100 percent to your workouts and you're rewarded for your efforts, but in the process you lose fluids and vital electrolytes.

(51)Herbalife H3O Fitness Drink provides rapid hydration, immediate energy and vitamins C and E antioxidant support to optimize your workout.

(52)Drink during physical activity to keep your body properly hydrated and energized.

H3O Fitness Drink Orangeade is one of Herbalife beverage products. The advertisement text is decorated by a short headline, "Hydrate for Your Health". The lexical choice 'hydrate' means a chemical that contains water and the lexical choice 'health' means the condition of the body and the degree to which it is free from illness, or the state of being well (Cambridge Advanced Learner's Dictionary). The headline tells brief information that the product contains water which is good for body. In addition, the lexical choice 'your' is used to refer to the catalog readers. So, the phrase 'your health' has meaning 'the catalog readers'

health'. The advertisement links the word 'hydrate' to the word 'health' to introduce this beverage product which is good for readers' health. The word 'health' itself gives positive value to the product considering everyone wants a healthy life. The lexical choices on the headline above can persuade the catalog readers to try the healthy drink.

In this data 12, it is found grammatical cohesive device, namely personal reference and conjunction. The personal reference 'you' and 'your' are repeated several times at the description of the product. For instance, at these sentences, "You give 100 percent to your workouts and you're rewarded for your efforts, but in the process you lose fluids and vital electrolytes." Readers are appointed personally to give 100 percent to their workouts but they lose fluids and important electrolytes from their body. Similarly, the pronouns are found in these statements, "Fitness Drink provides rapid hydration, immediate energy and vitamins C and E antioxidant support to optimize your workout. Drink during physical activity to keep your body properly hydrated and energized." This fitness drink, H3O Fitness Drink Orangeade, is claimed to provide fast hydration, the energy drink that contains vitamins C and E can help optimizing your (the readers) exercises. The readers are called by the pronoun 'you' to create the closeness and make them more personalized (Brierley, 2002:152). The closeness and the involvement can make the readers want to buy the product.

On the other hand, it is found adversative conjunction and additive conjunction in advertisement text above. The adversative conjunction is identified by the word 'but' which express contrast between two statements in the sentence 50, the conjunction 'but' shows the contrast between efforts of workout and the loosing of fluid because of the workout. The advertisement wants to give accentuation that people need some energy drink after exercise by presenting the contrasting statements. The statements persuade readers to consume the drinking water after they have exercise.

Meanwhile, the additive conjunction is used five times in this data. Those additive conjunctions are indicated by the word 'and' to give additional fact or idea. At the sentence number 50, the advertisement wants to add more information about the totality of the readers' workout by using the additive conjunction 'and'.

Next, the advertisement still uses ‘and’ at the sentence number 51 to explain the benefits of the product which not only offers hydration and energy, but also vitamins. Similarly, the conjunction ‘and’ is utilized at the sentence number 52 to give additional ideas that the beverage product does not only keep the body hydrated but also energized. The way of the advertisement of using the conjunction ‘and’ to give more information about the product and its benefits makes the readers trust the product and want to purchase it.

4.1.3. Sustaining Interest and Winning Consent

Data 13

Soup Mix (p.21)

(53)Perfect savory snack.

(54)16 g of protein

(55)80 calories

(56)Excellent source of protein and adds variety to your weight-management program

(57)Did you know? “Try to consume protein within 30 minutes of finishing your workout. (58)Consumption of protein can help to increase muscle mass when consumed post-exercise.”

Samantha Clayton, Senior director, worldwide Fitness Education, Herbalife

In this data, it can be discovered a headline, “Perfect Savory Snack”. According to Cambridge Advanced Learner’s Dictionary the lexical choice ‘perfect’ means complete and correct in every way, of the best possible type or without fault; the word ‘savory’ means salty or spicy and not sweet in taste and the lexical choice ‘snack’ means a small amount of food that is eaten between meals, or a very small meal. Soup Mix is mentioned as a kind of snack which has spicy taste. The advertisement uses the lexical choice ‘perfect’ to emphasize that Soup Mix is complete and correct to consume between meals. The word ‘perfect’ gives the positive image in readers’ mind about a good quality of a product and increase the readers’ trust to try the product in this advertisement text.

There is an expert’s explanation at the description of the product. In the sentence number 57 to 58, the advice of consuming protein within 30 minutes after exercise is stated by Samantha Clayton, an expert of Worldwide Fitness Education. He also mentions that consuming protein after doing sport can help to increase muscle mass. This expert’s statement links and strengthens the description of Soup Mix product which informs the readers about a perfect savory

snack containing 16 g of protein. The acceptable statement of a credible expert can emphasize the messages inside the advertisement text. The advertisement sustains the catalog readers' interest by presenting an expert's argument (Brierley, 2002:157). This absolutely increases people's trust and make them want to try the product.

Meanwhile, in the field of grammatical cohesive device, it is still found personal reference which is indicated by the pronoun 'you' and 'your' in the sentence number 56 and 57. The advertisement wants to address the readers personally by using the pronoun. The feeling of the involvement make the readers feel close and familiar to the product, and then want to purchase it.

Data 14

Mega Garlic Plus (p.29)

(59)Formulated with garlic in a convenient tablet form.

(60)Garlic supports healthy circulation, heart health and healthy triglyceride and cholesterol levels already within a normal range.

(61)Vitamin C provides antioxidant support

(62)“If you haven't considered the health of your heart in the past, the good news is you can start supporting your cardiovascular system now by making heart-healthy lifestyle changes. (63)You have the power to support your heart health!”

Louis Ignarro

Ph.D., Nobel Laureate in Medicine, Member, Herbalife Nutrition Advisory Board

This data involves a product namely Mega Garlic Plus. There are some lexical choices which need to pay attention. They are 'convenient', 'heart' and 'cardiovascular'. Based on Cambridge Advanced Learner's Dictionary, the lexical choice 'convenient' means suitable for your purposes and needs and causing the least difficulty. Next, the lexical choice 'heart' in this context means the organ in your chest that sends the blood around your body. Meanwhile, the lexical choice 'cardiovascular' means relating to the heart and blood vessels- tubes that carry blood around the body. Through these words, the advertisement shows that the product is an appropriate choice for the healthy heart and cardiovascular. The use of the lexical choices makes the readers trust the product and persuade them to try it.

Consuming food supplement for heart health is supposed to be one of good lifestyles. People can maintain their own heart health by implementing the good

heart-healthy lifestyle. It is amplified by a reliable statement on the sentence number 62 to 63, “If you haven’t considered the health of your heart in the past, the good news is you can start supporting your cardiovascular system now by making heart-healthy lifestyle changes. You have the power to support your heart health!” This advice was declared by Louis Ignarro Ph.D., a nobel laureate in medicine. The statement supports the reason to buy Herbalife Mega Garlic Plus. The way of the advertisement in presenting an expert’s argument is to sustain the readers’ interest (Brierley, 2002:157).

On the other side, it is found grammatical cohesive devices namely reference and conjunction. Similarly to the previous data, the advertisement still uses personal reference indicated by pronoun ‘you’ and ‘your’. The pronoun can be seen in the sentence number 62 and 63. The personal reference ‘you’ and ‘your’ are used to address the catalog readers personally. By involving the readers, they will feel close and not be hesitant to buy the product on this advertisement text. Meanwhile, a conjunction in this data is identified by the word ‘and’ which is categorized as additive conjunction. The advertisement uses the additive conjunction to add additional fact or idea. For instance, in the sentence number 60, the advertisement describes the benefits of garlic which does not only support healthy circulation and heart health but also keeps triglyceride healthy and cholesterol levels normal. The use of the additive conjunction ‘and’ makes the explanation of the product much better and complete. This absolutely persuades the catalog readers and raises their trust toward the product in this advertisement text.

4.1.4. Performing Fear, Guilt and Insecurity

Data 15

Joint Support Advanced (p.38)

SET THE STAGE FOR HEALTHY AGING

(64)It’s never too early to focus on healthy aging. (65)Herbalife Healthy Aging products are formulated to help you stay active no matter what age you are.

(66)Nutrients for joint health

(67)Formulated with glucosamine to support healthy joint function and comfort

(68)Excellent source of antioxidant selenium to support healthy aging

(69)Excellent source of manganese and a good source of copper

Joint Support Advanced product has a headline “Set the Stage for Healthy Aging.” The lexical choice ‘set’ means to get something ready so that it comes into operation or can be used; the lexical choice ‘stage’ means a part of an activity or a period of development and the word ‘aging’ means describes a person or thing that is getting old (Cambridge Advanced Learner’s Dictionary). Using those lexical choices on the headline, the advertisement wants to persuade the catalog readers to prepare their phase of getting old. The word ‘aging’ appears to perform the readers’ fear. Everyone tends to be afraid of getting old. Instead, Herbalife offers a product to plan a healthy aging.

In the description of the product, it is still found that the advertisement influences the readers about the urgency of preparing the healthy aging. In the sentence number 64 “It’s never too early to focus on healthy aging. Herbalife Healthy Aging products are formulated to help you stay active no matter what age you are.” After performing fear of getting old, the advertisement suggests and promotes their product which is claimed as nutrients for joint health namely Joint Support Advanced. Next, the advertisement also presents the superiority of the food supplement. The way of the advertisement in performing fear persuades readers to try the product as the solution of the fear (Brierley,2002:165). In short, the advertisement makes the readers be afraid of getting old and give solution through the promoted product to plan a healthy aging. This way aims to the Herbalife product be acceptable and sold out well.

In the field of grammatical cohesive device, it is also found personal reference and additive conjunction in this data 15. The personal reference is indicated by the pronoun ‘you’ in the sentence number 65. The advertisement uses the pronoun to address the catalog readers personally. Meanwhile, the conjunction is found in the sentence number 67 which is identified by the word ‘and’. The word ‘and’ in this data is categorized as additive conjunction. The function of the conjunction is to add additional fact or idea. Here, the advertisement uses the additive conjunction to give more explanation about the formula of the product, Joint Support Advanced, which does not only support the function but also the comfort of the healthy joint. In the sentence number 69, the additive conjunction ‘and’ is still used to describe the superiority of this product which not only

contains manganese but also copper. The complete explanation on this advertisement makes the product more informative and valuable.

On the other hand, it is also found lexical cohesive device in the data 15 namely collocation (Halliday and Hasan, 1976:318) . The phrase ‘healthy aging’ in the headline is a kind of collocation because it consists of the combination of adjective (healthy) and noun (aging). Further, the collocation is still shown by the phrase ‘good source’ in the sentence number 69. The phrase combines an adjective (good) and a noun (source). The use of the collocation in this data makes the advertisement text more complete because the advertisement does not only provide noun but also adjective in describing the product. This absolutely increases the catalog readers’ trust and persuades them to buy the product.

Data 16

Xtra-Cal Advanced (p.36)

(70)Supports bone health as you age

(71)Calcium and vitamin D support bone mineral density and healthy teeth

(72)Vitamin D improves the absorption of calcium for bone health

(73)Adequate calcium and vitamin D, as part of a well-balanced diet, may reduce the risk of osteoporosis later in life.

Xtra-Cal Advanced is also mentioned as a product for those who are getting old. There are several lexical choices that seem to give persuasion effect. They are ‘bone’, ‘age’, ‘reduce’, ‘risk’, and ‘osteoporosis’. In Cambridge Advanced Learner’s Dictionary, the lexical choice ‘bone’ means of the hard parts inside a human or animal that makes up its frame. Then, the word ‘bone’ is linked to the lexical choice ‘age’ which means the process of getting older. The advertisement wants to inform readers that the age can influence the condition of the bone. Next, it is also found a verb as one of the lexical choices in this advertisement text ‘reduce’ which means to make something smaller in size, amount, degree, importance, etc; The verb is followed by the lexical choices ‘risk’ that means the possibility of something bad happening; and ‘osteoporosis’ means a disease which causes the bones to become weaker and easily broken. Presenting these words, the advertisement wants to explain the readers that this product can decrease the possibility of someone to suffer osteoporosis. Furthermore, by using the lexical choices ‘risk’ and ‘osteoporosis’, the advertisement is indicated to perform fear, guilt and insecurity in persuading the catalog readers

(Brierley,2002:165). After giving the feeling of fear, guilt and insecurity, they provide a product as the answer for the problem. In this context, readers are introduced to the risk of osteoporosis and the way on how to prevent it. The solution is absolutely HerbalifeXtra-Cal Advanced which is affirmed to have Calcium and vitamin D. They are two substances which are claimed to support bone mineral density and healthy teeth, and shrink the risk of osteoporosis. The way of advertisement in giving problem solving after creating fear and insecurity aims to make the readers try to consume the Herbalife product.

In the data 16, the personal reference and the additive conjunction are still employed. The personal reference is indicated by the pronoun ‘you’ in the sentence number 70. The advertisement uses the pronoun ‘you’ to refer the catalog readers. By involving the readers personally, the advertisement can easily persuade them to try the product in this advertisement text. Meanwhile, the additive conjunction is identified by the word ‘and’ in the sentence number 71 and 73. The function of the conjunction ‘and’ is to add additional fact or idea. In the sentence number 71, the advertisement wants to give additional information that not only calcium but also vitamin D can support not only bone mineral density but also healthy teeth. The advertisement still uses the conjunction ‘and’ in the sentence number 73 to describe that not only adequate calcium but also vitamin D may reduce the risk of osteoporosis. The use of the personal reference and the additive conjunction make this advertisement text more attractive and complete, and therefore the catalog readers can be persuaded to try the product in this advertisement text.

4.1.5. Testimonial

Data 17

Formula 1 Healthy Meal Nutritional Shake Mix (Wild Berry) (p.33)

(74) I tried Herbalife products, along with balanced diet and exercise, and got tremendous results.*

(Robert L.)

Footnote:

*People who use Herbalife formula 1 twice a day as apart of a healthy lifestyle can generally expect to lose around half a pound to 1 pound per week.

The product on data 17 is Formula 1 Healthy Meal Nutritional Shake Milk (Wild Berry). This advertisement text includes a testimonial story from

Herbalifeconsumer. The success story comes from Robert L. who has consumed Nutritional Milk Shake and felt a good result. In short, he was successful in trimming his stomach after consuming Nutritional Milk Shake routinely. There are a number of lexical choices indicating the testimony. They are 'try', 'get', 'tremendous' and 'result'. The lexical choice 'try' means to attempt to do something. The word 'got/get' means to receive or be given something. The lexical choice 'tremendous' means very great in amount or level, or extremely good. The adjective 'tremendous' is followed by the word 'result' which means something that happens or exists because of something else (Cambridge Advanced Learner's Dictionary).By using these words, the benefit of Nutritional Milk Shake is emphasized. Moreover, it is asserted by a consumer who has got good result. The statement is also known as testimonial (Sutherland, 2008:120). The advertisement increases the readers' trust by giving testimonial. Further, the readers can be persuaded more easily to try this product.

On the other hand, the grammatical and lexical cohesive devices are found in the data 17. The advertisement uses a reference which is indicated by the pronoun 'I'. The personal reference is utilized to refer the speaker of the testimony statement. The use of the pronoun 'I' in the direct speech emphasizes that the statement is truly spoken by a person who has got a satisfying result. It makes the readers believe that the product works well. Furthermore, the advertisement provides clear explanation by the use of the conjunction 'and' in the sentence number 74. Similarly to previous analysis, the word 'and' is categorized as additive conjunction which aims to add additional information or fact. Here, the advertisement wants to inform readers that the speaker of the testimony got a very good result after having not only balanced diet but also exercising. In lexical cohesive device, it is found collocation. The collocation is indicated by the phrases 'balanced diet' and 'tremendous result'. The phrase 'balanced result' is kind of collocation which consist of the combination of an adjective 'balanced' and a noun 'diet'. While the phrase 'tremendous result' combines an adjective (tremendous) and a noun (result). The use of collocation makes the explanation clear. Moreover, the use adjective 'tremendous' makes the readers are interested to know about the product. The advertisement uses the

adjective which can give special image of brand to the readers to persuade them to try the product.

4.1.6. Celebrity Endorsement

Data 18

Herbalife24 Rebuild Strength (p.42-43)

“(75)After training and games, it’s important to recover the muscles. (76)I cannot live without that and to be part of Herbalife is a pleasure. (77)It’s a great honor for me. (78)I think they have fantastic products and I take them.”

Soccer Star – Cristiano Ronaldo

The last data for the last persuasion technique is Herbalife24 Rebuild Strength. Similarly to the testimonial technique above, this product also involves a success story after consuming the product. The difference is the person who gets the positive result. At the description of Herbalife24 Rebuild Strength, the real story comes from a soccer star, Cristiano Ronaldo.

At the product description above, it is found some lexical choices like ‘honor’, ‘fantastic’, ‘take’ and ‘star’. In Cambridge Advanced Learner’s Dictionary the lexical choice ‘honor’ means a quality that combines respect, being proud, and honesty; the word ‘fantastic’ means extremely good; and the lexical choice ‘take’ means to swallow or use a medicine or drug, especially in a regular way; the word ‘star’ means a very famous, successful and important person, especially a performer such as a musician, actor or sports player. The words above are chosen to inform readers about an athlete who consumes Herbalife product and admits that the Herbalife product has very good quality. In this way, the advertisement uses a celebrity to endorse the product. Presenting a soccer star as a consumer is used to attract and persuade people to buy the product (Sutherland, 2008:81).

Moreover, the advertisement utilizes some lexical choices which can make readers wonder and be curious. For instance, the advertisement uses the word ‘honor’ to describe that the products are used in high class. Next, it is also found an adjective ‘fantastic’ which explain the word ‘products’. The advertisement uses the word ‘fantastic’ instead of ‘good’ or even ‘very good’ to give accentuation on the quality of the Herbalife products. The word ‘fantastic’ also provides positive image and therefore people trust the product. Then, they become interested to buy

the product. Further, the advertisement uses the word 'take' to emphasize that the athlete who is mentioned in this advertisement text really consumes this product. The last, the advertisement also uses the word 'star', instead of 'player' which can influence and build readers' mind about a special product which is also consumed by a star or a very special person. This makes the product more valuable and need to buy.

In the part of grammatical cohesive device, it is found personal reference and conjunction. The personal reference is shown by the pronoun 'I' and 'me', which appear in the sentence number 76 to number 77. The pronoun 'I' and 'me' in the data 18 refer to the speaker of the direct speech, Cristiano Ronaldo. The personal reference makes the statement more alive and real. The use of the personal reference 'I' and 'me' make the catalog readers trust the product. In addition, a conjunction is indicated by the word 'and' which can be found three times on the athlete's statement. The conjunction 'and' is categorized as additive conjunction. The use of the conjunction aims to add additional fact or idea. In the sentence number 75, it is stated that people need to recover the muscles after not only training but also games. Next, in the sentence number 76, Ronaldo said that he not only cannot live without sport but also become happy to be part of Herbalife. While in the sentence number 78, Ronaldo not only states that Herbalife has very good product but also consumes the product. By using the conjunction 'and', the statement of Ronaldo becomes more cohesive and attractive.

On the other side, the lexical cohesive device, namely collocation, is indicated by some phrases. The first collocation appears in the phrase 'great honor' which combines an adjective (great) and a noun (honor). The second one can be found on the phrase 'fantastic product' which consists of an adjective (fantastic) and a noun (product). As mentioned in the previous paragraph, the phrases contain adjectives that give positive image to readers, and persuade them to try the product of Herbalife.

4.2. Discussion

After analyzing the advertisement texts on Herbalife catalog, it was found some persuasion techniques which are used to persuade the catalog readers. They

are Raising Awareness, Expressing Proximity, Sustaining Interest and Winning Consent, Performing Fear, Testimonial and Celebrity Endorsement. Further, the techniques of raising people's awareness and expressing proximity are the two techniques which are mostly used. In implementing these techniques, the advertisement tries to remind readers to an ideal condition for instance a healthy life with a healthy meal. It seems in the data 1 where the advertisement introduces the readers about 'the perfect blend' which are linked some lexical choices in the sentence number 1. They are 'core nutrient', 'micronutrient' and 'macronutrient' that are needed by body and contained by the milkshake product of data 1. It can be seen that while raising people's awareness to a healthy life, the advertisement also offers a product which is mentioned to have the health benefits and needed by the people. This kind of techniques can be also found in other advertisement texts of Herbalife catalog. Meanwhile, in using the expressing proximity technique, the advertisement dominantly uses the personal reference 'you' and 'your'. It aims to address and involve the catalog readers. The readers will feel familiar to the product in the advertisement text. By the closeness, the advertisement can persuade the readers easily.

On the other aspect, it is found some lexical and grammatical cohesive devices in the way of implementing this technique. Some of the grammatical cohesive devices are personal reference (Halliday and Hasan, 1976:43) which is indicated by the pronoun 'your' (Sentence 4-6) and the demonstrative reference (1976:57) which is shown by the word 'this' (Sentence 12). The use of the pronoun 'your' is to address the catalog readers personally and the use of the demonstrative reference aims to appoint a near object so the repetition of the same word can be avoided. That makes the advertisement text more cohesive. Next, it is also discovered a comparative reference indicated by the word 'lower'. The comparative reference (1976:77) is needed to compare the Herbalife with similar product and make it special.

Another grammatical cohesive device in this data is conjunction. There are three kinds of conjunction found in these advertisement texts. The first one is additive conjunction which is indicated by the word 'and' (1976:244). It is applied to give an additional idea or fact. The second conjunction is adversative

conjunction (Halliday and Hasan, 1976:250). The adversative conjunction expresses contrast between two statements. In this data, the adversative conjunction is indicated by the word 'but'. The last conjunction which appears in this Herbalife advertisement text is causal conjunction, which is indicated by the word 'so'. Causal conjunction shows cause relation between preceding and following sentences (1976:256). Here, the advertisement implements the causal conjunction in order to persuade the readers by presenting the causal effect of one of the product ingredients. It makes the catalog readers aware and interested to try the product.

Meanwhile, the lexical cohesive device is indicated by collocation. Collocation is the relationship between words on the basis of the fact which frequently happen in the same area (1976:319). Collocation is the lexical cohesive device which is most frequently used in this data. It describes the relationship between vocabulary items such as the combination of adjective and noun. One of the collocations seems in the phrase 11 'healthy hydration' which frequently co-occur. It will be strange if the noun is combined with other adjective, for example 'fit' or 'well'. The use of the collocation makes the advertisement text not only informative but also unified. The other lexical cohesive device which can be found in this data is repetition. It is used to emphasize an idea or to make idea clear and easy to understand (1976:318).

Furthermore, the relevant and persuading lexical choice are implemented in every single technique of persuasion. One of the examples is in the performing fear technique, the advertisement uses some lexical choices like 'age', 'aging', 'reduce', 'bone' and 'osteoporosis'. After that the advertisement presents the Herbalife product as the solution of the fear.