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**ENDORSEMENT LETTER**

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This letter is to certify that the abstract of the thesis below

Title : An Analysis of Persuation in Herbalife Catalog.  
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has been endorsed by Pusat Bahasa *UMSurabaya* for further approval by the examining committee of the faculty.

Surabaya, 9 August 2017



Waode Hamsia, M.Pd.

**Table 4.1 The Techniques of Persuasion**

No.	Product and the Advertisement Texts	RA	EP	SI	PF	Tm	CE
1.	<p><b>Formula 1 Healthy Meal Nutritional Shake Mix (Kosher Vanilla)</b> (p.8)  <b>THE PERFECT BLEND</b>                      Core nutrition focuses on the micronutrients and macronutrients you need to thrive each day. Our trio of core products works together to kick-start your healthy eating habits</p>	v					
2.	<p><b>Formula 1 Healthy Meal Nutritional Shake Mix (Wild Berry)</b> (p.33)                      I was at work one day and looked down to see my stomach touching the gas tank on my motorcycle, and that was my ‘oh wow’ moment. I called my brother in law – who is a certified personal trainer – and asked him to put me on a workout program, and he was like, “I tried to tell you six months ago, try Herbalife.” 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.</p>					v	
3.	<p><b>Sleep Now</b> (p.31)  <b>REST AND REJUVENATE</b>                      Rest is an important part of a healthy lifestyle for all ages. It rejuvenates your body and mind, and regulates your mood. Helps you get the rest you need. Melatonin supports sound sleep so you can rest easy.</p>		v				
4.	<p><b>Kindermins</b>(p.37)  <b>ESSENTIAL NUTRITION FOR YOUR KIDS</b>                      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.                      Liquid multivitamins for kids.</p>		v				

	11 essential vitamins infants and toddlers need every day to support healthy growth and development.						
5.	<b>Herbalife24 Rebuild Strength</b> (p.42-43) Immediate and sustained muscle recovery. “After training and games, it’s important to recover the muscles. I cannot live without that and to be part of Herbalife is a pleasure. It’s a great honor for me. I think they have fantastic products and I take them.” Soccer star – Cristiano Ronaldo						v
6.	<b>Soup Mix</b> (p.21) Perfect savory snack. 16 g of protein 80 calories Excellent source of protein and adds variety to your weight-management program Did you know? “Try to consume protein within 30 minutes of finishing your workout. Consumption of protein can help to increase muscle mass when consumed post-exercise.” Samantha Clayton, Senior director, worldwide Fitness Education, Herbalife			v			
7.	<b>Personalized Protein Powder</b> (p.18) NEED A BOOST? Protein-based snack for energy and nutrition. Boost your protein Personalized Protein Powder is a high-quality, non-fat protein blend that supports your weight-management and fitness goals. Increased protein intake helps you feel fuller longer and maintain your energy level between meals.	v					
8.	<b>Herbal Aloe Face &amp; Body Sunscreen Broad Spectrum SPF 30</b> (p.58) CLEANSE, MOSTURE AND REJUVINATE Pamper your skin and hair with the benefits of Herbal Aloe Sweat and water resistant up to 40 minutes Doubles skin’s moisture for 8 hours Recommended as an effective broad spectrum sunscreen	v					
9.	<b>Mega Garlic Plus</b> (p.29)			v			

	<p>Formulated with garlic in a convenient tablet form.</p> <p>Garlic supports healthy circulation, heart health and healthy triglyceride and cholesterol levels already within a normal range.</p> <p>Vitamin C provides antioxidant support          “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!”</p> <p>Louis Ignarro          Ph.D., Nobel Laureate in Medicine,          Member, Herbalife Nutrition Advisory Board</p>						
10.	<p><b>Green tea Pomegranate</b> (p.46-47)  <b>BOOSTS THE FEELING OF ENERGY</b>          Healthy hydration          With 25 mg of caffeine per serving, this refreshing tea is lower in caffeine than an 8 fl oz cup of coffee          Hydration for any time of day          Supports the body’s antioxidant activity          Protects against free radical damage          Contains no artificial colors, flavors or sweeteners          Zero calories</p>	v					
11.	<p><b>Ultimate Prostate Formula</b> (p.35)  <b>VITALITY AND WELL-BEING FOR MEN</b>          Addressing your male-specific health needs benefits your overall well being.          HerbalifeMen’s Health products help you get the most out of life.          Promotes prostate health          Formulated with saw palmetto, which promotes prostate health and urinary function          Excellent source of antioxidant vitamin E</p>		v				
12.	<p><b>Roasted Soy Nuts- Chile Lime</b> (p.20)  <b>PROTEIN-POWERED SNACKS</b>          A healthy snacking habit can help you manage your diet. Try these products when looking to sustain your energy throughout the day.          Salty, crunchy and nutritious</p>		v				

	9 g of protein (good source) 100 calories per packet Convenient, portion-controlled snack for on-the-go use						
13.	<b>Joint Support Advanced</b> (p.38) <b>SET THE STAGE FOR HEALTHY AGING</b> 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. Nutrients for joint health Formulated with glucosamine to support healthy joint function and comfort Excellent source of antioxidant selenium to support healthy aging Excellent source of manganese and a good source of copper				v		
14.	<b>Body Buffing Scrub</b> (This product is currently not available on February 2017 catalog)						
15.	<b>Body Contouring Crème</b> (This product is currently not available on February 2017 catalog)						
16.	<b>Herbalife Skin Soothing Aloe Cleanser</b> (p.58) Soothing Gel Shown to leave skin smoother and softer Infused with aloe vera and skin-conditioning botanicals to moisturize and soothe skin No added fragrance	v					
17.	<b>Snack Defense</b> (p.16) <b>EVERYONE CAN USE A LITTLE HELP</b> Eating right and exercising is a good start, but what if you need a little more help? Supports blood sugar levels already within a normal range Gymnema and chromium help support healthy blood sugar levels within normal range Excellent source of chromium	v					
18.	<b>Xtra-Cal Advanced</b> (p.36) Supports bone health as you age Calcium and vitamin D support bone mineral density and healthy teeth Vitamin D improves the absorption of calcium for bone health				v		

	Adequate calcium and vitamin D, as part of a well-balanced diet, may reduce the risk of osteoporosis later in life						
19.	<b>H3O Fitness Drink Orangeade</b> (p.44) <b>HYDRATE FOR YOUR HEALTH</b> You give 100 percent to your workouts and you're rewarded for your efforts, but in the process you lose fluids and vital electrolytes. Herbalife H3O 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.		v				
20.	<b>Liftoff Pomegranate-Berry Burst</b> (p.45) <b>ENERGIZE YOUR PERFORMANCE</b> 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 Gives you the caffeine boost you need to stay alert and focused Supports brain function, accelerates memory recall and helps reduce the feeling of mental fatigue with ginsenosides Specially formulated with 351 mg of a unique energy blend that includes Panax ginseng, L-tyrosine, caffeine, guarana extract and inositol Loaded with vitamin C and energy-supporting B vitamins: B1, B2, B3, B5, B6, B7 and B12	v					

**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

## Curriculum Vitae



Name : Yuliarti

Place and Date of Birth : Surabaya, July 14 1987

### Academy

2000-2003 : SMP Negeri 1 Mojosari, Mojokerto

2003-2006 : SMA Negeri 1 Mojosari, Mojokerto

2013-2017 : Muhammadiyah University at Surabaya

The researcher started her career as an administration staff in PT Indoherba Medika, Gresik in 2006. Her job was translating letters, information and advertisements for each product. Then in 2007, she became a tutor in Pondok Aljabar Surabaya. She taught in some schools which were in cooperation with Pondok Aljabar Surabaya. They were MI Manbaul Ulum, Balongbendo, MI Nurul Islam Seketi Balongbendo, SDI Masyithoh Ngoro and SDN 1 Terungkulon Krian. Teaching is an incredible thing. She loves it very much. She was also a tutor in private courses. After resigning from being a teacher and deciding to focus on her baby for several years, she wanted to continue her passion to be a teacher. Then she started to study in English Department of Muhammadiyah University at Surabaya in 2013. Here she has ever been the winner of Writing Essay Competition and presented her writing in Muhammadiyah English Language Teaching Conference.