

CHAPTER I

INTRODUCTION

This chapter consists of several points which are background of the study, statements of the research questions, objectives of the study, significance of the study, scope and limitation of the study. Those are explained in the following sub-chapter.

1.1 Background of the Study

Language is the ability of humans to communicate between other humans. Language is the main communication device for humans to be able to interact and convey messages to others (Sirbu, 2015). As a means of communication, language is a tool to channel the feelings, the emotion, and the information that we want to convey to others. Distribution process can be performed with the communication between the parties. According to Purwati (2020) language without communication will lose its direction and vice versa. Communication without language will have no meaning. These two things have the same power that can be combined in the process of language and communication process. It can be interpreted that the two things are related to each other and cannot be separated from each.

Persuasion is part of language communication that is bound to human life, either intentional or not. Persuasion is human communication designed to affect the autonomous judgments and actions of others (Miller et al., 1990). When someone communicates with each other, they want the answer to be in accordance with their thoughts and desires. Therefore, every human being in everyday life has a desire to be able to convince others, share their values, accept their arguments and conclusions, and also adopt their way of thinking. According to O'Donnell and Kable (1982) persuasion is an interactive process between the persuaded and the persuader. It can be interpreted that persuasion is a strategy used which aims to make the message to be conveyed can be understood, believed, and accepted. The use of persuasive language can be found in the advertisement.

Persuasive language in advertisements is a form of communication between companies and their target market. Advertising is very important in the world of business. It is also the key of promotional tool, particularly for companies whose products and services are targeted at mass consumer market (Belch, 2003). Advertisers seek to influence their target market through symbols and persuasive language contained in the advertisements. Arens argue that “advertising is a paid and persuasive non-personal communication of information about products in the form of goods and services or ideas by identified sponsors through various media” (Richards and Curran, 2002). In the current era of digital technology, advertising is not only found in mass media but also in digital media such as websites, social media, digital video, email marketing, etc. It can be interpreted that advertising is information that contains messages through online and print media that aims to persuade other people to be interested in the goods or services offered by a company.

Nowadays financial technology is getting more sophisticated. The phenomenon of *pay later* advertisement continues to appear in various media. Various companies are competing to advertise their *pay later* features. This *pay later* advertisement is very interesting because with the *pay later* advertisement, *pay later* users in Indonesia statistically continue to increase quite significantly. Various applications in Indonesia that provide *pay later* features in their applications have increased by 38 percent in 2022 from previous years (Republika.co.id, 2022).

According to Investor.id (2022) traveloka is the first company in Indonesia to introduce *pay later* services. Traveloka as the largest online travel application in Indonesia. Traveloka experienced an increase of 11.3 percent in the number of its *pay later* users, which was named *Traveloka PayLater*. The largest transportation service provider application in Indonesia, Gojek also has a *pay later* feature called *GoPayLater*. With the *GoPayLater* feature, user application has increased by 50.5 percent. The application that has the highest increase in *pay later* users at this time is Shopee. Based on Katadata.co.id (2020) the number one largest e-commerce in Indonesia has the *SPayLater* feature which resulted in a 54.3 percent increase in users.

Persuasive technique is an action taken communicatively with the aim that the audience can be persuaded. There are several theories to analyze persuasive techniques in advertising. In this study, researchers used advertising in the form of video commercials as the object of research. Based on the research object, this research is suitable to use persuasive techniques in Keraf's (2010) theory. Although this theory was put forward by an Indonesian linguist, it describes the types of persuasive techniques that are the basis element of this study. Moreover, Keraf's (2010) theory of persuasive techniques divided into seven elements, there are rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

There are three previous study that the researcher found to be a relevant research to this research. First, Budiharjo et al (2022) analyze sentences in the Boyolali tourism promotion bilingual booklet in bahasa Indonesia and in English. The study shows that Boyolali tourism promotion bilingual booklet carries an inequivalent message in terms of informative content and persuasive force, and also proven that syntax as a substantial asset. Second, Rudito and Anita (2020) analyze persuasive strategies that applied in Burger King's Instagram post caption and the most used strategy. This research found that there are 13 strategies applied in Burger King's Instagram post caption and the most used strategy is Everyday or Colloquial Language. The last is Kubro and Suyitno (2019), they analyze the persuasive language in the business advertorial advertisements in online daily news. This research analyze forms of persuasive language include dictions and expression, persuasive techniques, and discourse structure in daily news. From several previous studies, no one has researched data source on pay later advertisement in the form of video commercial. Additionally, as a result of previous studies, this research is relevant.

Based on the facts above, the researcher is interested in examining the persuasive techniques of *pay later* advertisements on the Traveloka application with *Traveloka PayLater*, Gojek with *GoPayLater*, and Shopee with *SPayLater*. As a result of the description above, the researcher is interested in conducting research on how persuasive techniques are used in *pay later* advertisements.

1.2 Research Questions

In conducting this research, the researcher concludes that there are two research question carried out with persuasive techniques based on Keraf's (2010) theory. The research question identify as follows:

1. What are the types of persuasive techniques used in *pay later* advertisements?
2. What are the similarities in the types of persuasive techniques used in *pay later* advertisements?
3. What are the differences in the types of persuasive techniques used in *pay later* advertisements?

1.3 Objectives of the Study

The objectives of this research is an attempt to find answers to the questions that have been formulated. The researcher can conclude that there are several objectives of the research as follow:

1. To describe the type of persuasive techniques used in *pay later* advertisements
2. To describe the similarities the types of persuasive techniques used in *pay later* advertisements.
3. To describe the differences the types of persuasive techniques used in *pay later* advertisements.

1.4 Significance of the Study

1. Theoretically

Theoretically, this research is expected to provide scientific contributions and enrich the understanding of linguistic learning, especially in the discourse studies particularly on how a company persuade people through language and how discourse analysis used in YouTube and television advertisement with using concept of persuasive techniques proposed by Keraf's (2010) theory in the *pay later* advertisements.

2. Practically

Practically, the researcher expects that this study can help students in discourse analysis class, especially for those who are interested in persuasive techniques so that it helps in analyzing the types, similarities, and differences of persuasive techniques used in video commercial *pay later* advertisements. For the teachers, this study can be taken as a reference when they are teaching about the role of persuasive techniques in advertisements. For the readers, the writer hopes that with this study, readers will understand the types of persuasive techniques used in written or spoken language so that when listening and watching to the video commercial advertisement they will understand the purpose of the spoken and written text presented. Then, for further researchers, this study is expected to be used as a reference in conducting further research on discourse analysis in persuasive techniques used in video commercial *pay later* advertisements.

1.5 Scope and Limitation of the Study

This research is limited on analyzing language advertisement found in *pay later* advertisements using persuasive techniques of Keraf's (2010) theory which consist of rationalization, identification, suggestion, conformity, compensation, displacement, and projection. From the research question in this study, the researcher wants to analyze in discourse analysis area, since the researcher analyze the conversation that occur in the video commercial in Traveloka, Gojek, and Shopee *pay later* advertisements. This research focuses on the common word of persuasive techniques used in *Traveloka PayLater*, *GoPayLater*, and *SPayLater* advertisements. In addition, this research focuses on how companies use persuasive language in advertisements to attract consumers' attention in financial technology innovations from those three applications.