

PERSUASIVE TECHNIQUES IN MAKEUP AND SKINCARE VIDEO ADVERTISEMENTS

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ABSTRACT

Most video advertisements used certain linguistic styles and persuasive techniques in order to attract and persuade audiences. Unfortunately, not all makeup and skincare video advertisements use linguistic styles and persuasive techniques appropriately. Thus, the researcher decided to study the use of linguistic styles and persuasive techniques in successful makeup and skincare video advertisements. Therefore, the data sources used in this research were the advertisements of L'Oreal Paris and Rare Beauty (as the makeup video advertisements) and of Nivea, and Curology (as the skincare video advertisements). The research design used is case study which is a form of qualitative research. This study attempted to investigate what persuasive techniques are used in the makeup and skincare video advertisements. Based on the result analysis, the researcher found that familiar language, simple vocabulary, imperative, and present tense were the most frequently used in makeup and skincare video advertisement. Then, the persuasive techniques used in makeup and skincare video advertisements were pathos as the most frequently used, and ethos and logos as the least frequently used.

Keywords: video advertisements, Makeup and Skincare, Linguistic styles, Persuasive techniques

INTRODUCTION

Through written and spoken forms, people and societies can communicate with one another. According to Rahayu (2017), both forms convey information to one another. With written language, information can be exchanged between readers and writers without the need for face-to-face engagements. It is advantageous for recalling information as it allows for easier acquisition.

While writing and speaking language share many of the same functions, Tarbiyah (2017) highlights the various artistic, philological, and practical facets of language. This allows for daily interactions and the preservation of linguistic and cultural history. In marketing, language plays a vital role. A proficient grasp of it is crucial for businesses to effectively convey their messages, as

advertising is an impersonal form of communication that presents information about services, ideas, and products. It can be used for various purposes, such as advertising, and it holds moral and commercial interests. Language's attractiveness helps create an effective impression of the product or service and captivates the attention of the viewers.

Language is part of components in marketing. In marketing field language is used to deliver what business is trying to say in effective way. Therefore, mastering a language is one of the key factors of successful marketing. The use of language will be very beneficial in business marketing, especially in reaching audiences as much as possible through advertising (Pizarno, 2017).

Advertising is also known as impersonal communication that consists of products' information, services, or even idea (Bovee,

1992). Advertising is a form of language as a promotional medium for individuals, organizations, entrepreneurs or government to deliver messages that are beneficial. Most of advertising lead to commercial perspective, but there is also advertising that is intended to gain moral advantages. Moreover, advertising is very important for companies that produce services or good for a wider community. It is because advertising is widely broadcasted thus, a lot of people talk about it. The more attractive an advertisement is, the more attention it gets from the audiences (Morissan,2018). Advertising often leads consumers to believe in the products advertised. In this way, consumers are encouraged to consume and maintain customer loyalty. In addition, advertising is important in building public view about the company, product, and services. Therefore, the use of language will affect the message that the advertisement wants to deliver to the public.

As well as the development of technology, advertisements are published into various media and nowadays social media platform becomes very important in daily life. Moreover, social media platform also plays important role as a medium of marketing, promoting, and advertising. A lot of businesses advertise their products or services to public with the help of social media. Otero and Gutiérrez (2016) stated that nowadays business cannot ignore the benefits of using social media. The frequent use of social media keeps increasing to thousands from all over the world.

Therefore, advertising products or services through social media is very important to increase income and build good image of the products or services. There are some types of social media, such as Instagram, Facebook, twitter, YouTube, and so forth. Advertisement is not only relying on verbal or written language, but today many advertisements are using spoken language. A video is example of advertisement in spoken language. YouTube is one of the medium in advertising field that have a lot of video advertisements. Hence, in this research the writer chose to analyze video

advertisements that are published on YouTube.

There are many types of video advertisements on YouTube, as the example are makeup and skincare video advertisements. Makeup and skincare video advertisements have a lot of viewers of around 100,000 up to 10,300,000 but it depends on the makeup and skincare brand. Makeup and skincare are beauty products that are largely purchased by most women. Moreover, makeup and skincare have their own unique ways to promote their products, which can be found in social media like YouTube. Most of the makeup and skincare video advertisements use certain persuasive techniques, and linguistic styles in order to attract audiences

The rise of technology has led to the evolution of advertising, with social media becoming more prevalent. In 2016, Otero and Gutiérrez noted that social media can be used in business practices to expand global reach. Some of the most prominent platforms that play a role in marketing and advertising include YouTube, Instagram, Twitter, and Facebook.

YouTube has become a major platform for video ads. Makeup and skincare ads are some of the most popular types of advertisements that use linguistic styles and persuasive techniques to catch the attention of viewers.

Not all companies use the right persuasive methods in their ads for skincare and makeup. This highlights the need for research to analyze these techniques in order to improve the effectiveness of their videos. Although studies have been conducted on the use of language in videos, they have not focused on specific skincare and makeup brands such as L'Oreal Paris. Therefore, the goal of this study is to analyze the various persuasive strategies utilized in makeup and skincare ads. It is also motivated by the brands' captivating ideas and the increasing popularity of these products.

Review of related literature

Advertisement

Advertisement is a medium of communication. Advertisement could deliver orally it could be through radio, social media, and any others electronic media. Meanwhile, advertisement

could be in a written form as well such as, newspapers, magazines, billboards, brochure, pamphlet and etc. An advertisement contains information for the public. The purpose of this information is to attract public attention so, the public will be interested with the information or content served. In fact, advertisements contain content to be served, offered, and sold. Therefore, an advertisement should be interesting, unique, and persuasive so, the public will be persuaded to buy the products or services offered (Arifin, 1992).

According to Morissan (2014), advertisement is also determined as a form of variety languages. It is because advertising is a form of non-personal communication that discusses an organization, product, or idea and is paid for by sponsor. Advertisements contain persuasive, informative, and understandable words. Besides, advertising also has its own characteristics such as short, simple, neutral, and attractive. Thus, it can be concluded that advertising is a communication tool used to attract the public's attention and potential consumers in offering a company's product or services. Advertisements can be published in electronic media and printed media.

Muthmainnah (2016) states that advertisement using effective and good language style in delivering its own interest to public or potential consumers. Nowadays, there are a lot of media to put publication of product or services such as television, newspapers, radio, internet (YouTube, Facebook, Twitter, Instagram, website, as forth). Usually, the company itself will be very observant in doing publication. They will choose the right medium which is massively used by their potential consumers or the public. Likewise, with this research YouTube is one of the media that is massively used by a lot of people all over the world.

Persuasion

Aristotle, as discussed by Nurjannah (2012), introduced three primary persuasive techniques: ethos, pathos, and logos. The first technique, ethos, involves leveraging credibility and expertise in arguments. This technique relies on the communicator's trustworthiness and credibility, as well as their

projected character. Ethos serves as an invitation, often by an authority figure, expert, or someone esteemed in their field. It encompasses three branches: credibility, expectation, and reference. Credibility focuses on communicating brand values to define identity, while expectation entails delivering messages ethically to maintain audience trust. Reference employs authority or credibility appeal, often using explanations from reputable sources.

The second technique, pathos, centers on Psychological or Emotional Argument in advertising. Emotions are harnessed to connect with audiences and convey messages effectively. Emotional tone, as emphasized by Demirdogen (2010), is crucial for engaging audiences. Elements like music are used to evoke emotions and emphasis on specific aspects triggers desired reactions. Emotional engagement is observable through facial expressions, aligning with the concept of pathos.

The third technique, logos, underscores Logical Argument by presenting systematic and rational ideas. Logos aims to establish belief in a product's quality and uses logical and sound reasoning to persuade the audience. Clarity, conciseness, and arrangement are pivotal in logos-based persuasion. Clarity ensures a clear message delivery, conciseness condenses ideas into a few impactful words, and arrangement involves the visual layout of the advertisement. A well-structured visual campaign strategically positions photos, videos, text, and web design to catch the audience's attention.

The application of ethos, pathos, and logos extends to both verbal and non-verbal communication, which is pertinent to the study's focus on video advertisements. This aligns with the analysis of video advertisements, where not only spoken language but also non-verbal cues contribute to the persuasive techniques employed. Aristotle's categorization of persuasive techniques proves fitting for this research, offering a comprehensive framework to examine the various facets of language and communication within the realm of advertising.

Review of Previous Research Project

Several research studies have explored various aspects of persuasive language and techniques in advertisements. Permatasari (2014) examined linguistic features, persuasion techniques, and consumer-brand relations in Magnum video advertisements. Hamzah et al (2019) analyzed how ethos, pathos, and logos synergistically influenced audiences in a hijab video advertisement from the Aidijuma brand. Melynda (2017) investigated linguistic features and persuasion techniques in Maybelline New York's written advertisements. Hasanah (2019) focused on persuasive techniques in Traveloka's video advertisements on YouTube, employing both Aristotle's and Gorys Keraf's theories. Rahmat and Aisyah (2019) analyzed the use of rhetorical elements in a scary delivery advertisement by McDonald's in Malaysia. Setyomurti (2018) delved into linguistic features and persuasion techniques in Pantene video advertisements. Kubro and Suyitno (2019) explored persuasive language and techniques in business advertorials. In contrast, the current study uniquely analyzes linguistic styles and persuasive techniques in makeup and skincare video advertisements by L'Oreal Paris, Rare Beauty, Nivea, and Curology, contributing a model for effective advertising in this domain.

Research method

Research Design

This study is conducted as a case study, which means it uses qualitative methods to collect data. Through this method, the researchers were able to gain a deeper understanding of the various persuasive strategies utilized in skincare and makeup ads. They were able to analyze eight videos, which represented four different brands. This design supports the study's objective of examining the use of persuasive techniques and linguistic styles in these advertisements.

Data Collection

Research Procedure

There were some steps in conducting this research, which are described as follows.

1. Search for video advertisements

The first step to conduct this research was searching for video advertisements as the data sources. The researcher took the video advertisements from official YouTube of the makeup and skincare brands. Then, the researcher found two makeup brands and two skincare brands. The makeup brands were L'Oreal Paris and Rare Beauty, and the researcher took two video advertisements of each brand. Then researcher also decided to take two videos of skincare brands which were Nivea and Curology. The researcher also took two videos from each brand.

2. Download the video advertisements

After determining the videos advertisements as the data, the researcher downloaded the video through savefrom.net. By downloading the videos, the researcher could proceed to the process of analyzing, and this could help to ease the access to the videos because the researcher could watch the videos repeatedly.

3. Watch the video advertisements

After the videos were downloaded, the researcher re-watches the videos advertisement. The researcher watches the video advertisements several times to get familiar with the narration.

4. Transcribe the videos advertisements

In order to answer the research questions which were analyzed the linguistic styles and persuasive techniques, the researcher needed to transcribe the video's narration. Thus, the researcher will be easier in identifying the linguistic styles and persuasive techniques.

5. Identify the persuasive techniques used in the video advertisement

After identifying the linguistic styles, the researcher needed to answer the second research question. The next research question is to identify the persuasive techniques using Aristotle's classification. Aristotle in Nurjannah (2012) states that there are three persuasive techniques used in advertisements namely, ethos, pathos, and logos.

6. Summarize and create the model or output of the research

After going through all the six steps mentioned above, the researcher summarized the

research findings and created the model or output of the research. The model or output of the research is the summary of a good makeup and skincare video advertisement which is presented in the form of an infographic.

Data analysis

The analysis of the study's data involved several stages: data identification, categorization, and forming conclusions.

Findings and discussion

Following is the summary of persuasive techniques used in makeup and skincare video advertisements.

From the analysis it was known that all the three techniques were used in all advertisements. For the ethos, using credible and trustworthy statements is the least used. See further in Table 1.

Based on the result analysis of persuasive techniques, the researcher found that makeup and skincare video advertisement use ethos, pathos, and logos. As can be seen through the table above, pathos mostly appeared in the makeup and skincare video advertisement. However, emotional sentences were not found in Nivea II video advertisement, music background was not found in Nivea I, tone of voice was not found in Nivea I and L’Oreal Paris II.

The last, the use of facial expressions was not found in L’Oreal Paris II. Even though some of the characteristics were not detected, pathos is still the most persuasive techniques that frequently used. Pathos helps audiences to get the same feeling as the actors or speakers in the video advertisements. In other words, pathos persuades audiences by affecting their emotion or feelings through verbal and non-verbal communication as mentioned in the table above.

The result of the analysis can be presented in the following parts. However, as one advertisement contains more than one persuasive technique, the result of analysis is presented based on the advertisement. Due to the limited space, not all data are presented here.

Table 1. Summary of persuasive techniques used Makeup video advertisements Skincare video advertisements

		Makeup video ads				Skincare video ads			
		L I	L II	R B I	R B II	N I	N II	C I	C II
ETHOS									
V	EV-1		✓			✓			
	EV-2	✓		✓	✓	✓	✓	✓	✓
N	E-	✓	✓	✓	✓		✓	✓	✓
V	NV1								
PATHOS									
V	PV-1	✓	✓	✓	✓	✓		✓	✓
N	PNV -1	✓	✓	✓	✓		✓	✓	✓
	PNV -2	✓		✓	✓		✓	✓	✓
	PNV -3	✓		✓	✓	✓	✓	✓	✓
V									
LOGOS									
V	LV-1-	✓	✓	✓	✓	✓	✓	✓	✓
N	LNV-1	✓		✓		✓	✓	✓	✓
	LNV-2		✓		✓				
V									

Note:
 V=verbal
 NV= non verbal
 LI: L’Oreal Paris I
 LII: L’Oreal Paris II
 EV-1: Ethos - Credible and trustworthy statement
 EV-2: Ethos - Stated new ideas
 E-NV1: Ethos - Personal appeal
 PV-1: Pathos - Emotional statement
 PNV-1: Pathos - The use of music background
 PNV-2: Pathos -The use of tone of voice
 PNV-3: Pathos -The use of facial Expressions
 LV-1: Logos - Clarity of statement
 LNV-1: Logos - Sequential video’s arrangement
 LNV-2: Logos - The use of element as the representative of the product or brand advertised

Example of the use of persuasive techniques

The data example is a video advertisement from a famous make up brand. The name of the brand is L’Oreal Paris. The product

advertised is foundation, namely 'True match'. The video advertisement lasts for one minute. According to the video, the researcher found ethos, pathos, and logos as persuasive techniques.

a. Ethos

Ethos or personal appeal is persuasive technique that can be measured through its credibility and trustworthiness. Proposing new ideas about the brand or product advertised is also categorized as ethos. Credibility and trustworthiness can be a person or a statement. Therefore, in identifying ethos it can be a verbal and non-verbal communication. According to the video advertisement of L'Oreal Paris 'True Match', the researcher found verbal and non-verbal communication of ethos.

(1) The first is ethos in the form of verbal communication. In the video advertisement there were fourteen speakers or actors. However, the video's narration was spoken only by twelve of the speakers or actors. At (0:08- 0:22 seconds) the six speakers or actors say a sentence in turn. The sentences are "I am English. Irish, German, and Cherokee. I am a hundred percent Kenyan. Eastern European. My background is Creole. My Mum is Dutch and my Dad is English. And then, African and Spanish." See the figures below.



Figure 4. Figure 4.1 L'Oreal I Verbal Communication of Ethos

Based on the video's narration and pictures above, each of them comes from different nationalities, ethnicity, and race. Their appearances in the video represented their own nationality, ethnicity and race. As the example, "I am hundred percent Kenyan." This sentence was uttered by a speaker or actress



Figure 1. Figure 4.1 L'Oreal I Verbal Communication of Ethos

who comes from Kenya. This also applies to the



Figure 2. Figure 4.1 L'Oreal I Verbal Communication of Ethos



Figure 3. Figure 4.1 L'Oreal I Verbal Communication of Ethos

following video's narration as mentioned before. The researcher decided to categorize the sentences as ethos. It is because the sentences contain credibility and trustworthiness. Moreover, the speakers or actors in the video support the narration to be credible and trustworthy.

The second is ethos in the form of non-verbal communication. The video advertisement is promoting L'Oreal Paris foundation 'True Match'. Foundation is a

makeup product that is applied on the facial skin. The purpose of using foundation is to cover dark spots, uniform color to the complexion, and even to change natural skin tone. However, there are many varies of skin tones all over the world. In terms to convince and persuade audiences, the advertiser uses the power of personal appeal. The advertiser uses more than one speaker or actor with different skin tones. In total there were fourteen speakers or actors in the video.



Figure 5. L’Oreal | Non-verbal communication of Ethos

Therefore, the speakers or actors’ appearance was categorized as ethos. It is because their personal appeal in the video gives credibility to the product advertised. In other words, their appearance gives sign to the audience. The sign is the product advertised is also used by the fourteen speakers or actors that have different skin tones. So, it means that the audiences can also use the product in many shades to match their skin tone.

b. Pathos

Pathos, or also known as emotional appeal, is a persuasive technique in advertisement. Pathos works by affecting the audiences’ emotion. The used of pathos can create the feeling of happy, sad, sympathy, fear and etc. It depends on how the advertiser delivers it to audiences. Therefore, pathos can be measured through the video’s music background, tone, speech style, and facial expression. In other words, pathos can be both verbal and non-verbal communication. The researcher found pathos in the form of verbal and non-verbal communication as explained below.

The first is pathos in the terms of verbal communication. In the video’s narration, the

researcher found some sentences categorized as pathos. At (0:27 - 0:29 seconds) one of the speakers or actors said, “Everyone’s skin has such different nuances.” The sentence talked about skin color. Nowadays, people categorized skin color only by two different colors which are black and white. However, there are many types of skin color in this world. Therefore, the sentence is capable to create the feeling of being remembered and appreciated. In terms of the fact that skin color is not only black and white.

Then, at (0:56 - 0:57) and (0:58 - 1:00) the speaker or actor said, “Because I’m worth it” and “Because we all worth it.” The sentences contain a message that all of us are worth it and deserve to use the product advertised. These kinds of sentences can affect the audience’s emotions. It is capable to give the feeling of self confidence among the audiences. Therefore, these sentences were categorized as pathos or emotional appeal. In addition, “Because I’m worth it” and “Because we all worth it” is famous tag line of L’Oreal Paris.

The second is non-verbal communication of pathos. The use of music and tone is part of pathos characteristic. The researcher found that the video advertisement used music background. The music background can be heard from the beginning to the end of the video. The type of music background is an upbeat instrument. Then, it’s followed by the speakers or actors soothing and friendly tone of voice. The combinations between music background and tone of voice suit perfectly with the video’s narration. It also can affect audiences’ emotions and create feelings of encouragement among them. Therefore, it is categorized as pathos or emotional appeal.

The third is still from the non-verbal communication of pathos. Pathos can be measured through the facial expressions shown by the speakers or actors in the video. A facial expression can affect the audience’s emotion. Moreover, facial expressions can represent the advertisement nuances. According to the video advertisement, the researcher found that the fourteen speakers or actors show a happy facial expression. They show the audiences a face full of laugh and

smiles along the video. Thus, the video's nuances feel happy and positive. It also affects audiences' emotions and creates the feeling of happiness and positivity. Therefore, the facial expressions shown by the speakers and actors are categorized as pathos. Here are the pictures of the speakers or actors' facial expressions shown in the video.

c. Logos

Logos is persuasive technique that persuades audiences through logic clarity. Thus, in terms of convincing audiences, the advertiser should provide them with fact, rational argument, and clarity about the product or brand advertised. Moreover, video's arrangement, the use of picture or element are part of logos characteristic. Therefore, logos can be both verbal and non-verbal communication. In L'Oreal Paris true match, the researcher found verbal and non-verbal communication of logos.

The first is verbal communication of logos. The verbal communication of logos can be seen through the video's narration. At (0:23 0:26) the speaker or actor said, "What I like the most about true match is, there is so many different shades." This sentence stated the product advertised has a variety of shades. Therefore, this sentence is classified as logos because it provides clarity about the product advertised.

The second is non-verbal communication of logos. As explained in the previous analysis, logos characteristics are clarity, fact, rational argument and video's visualization. The visualization can be seen through the design, the use of pictures or elements, and the video's arrangement. L'Oreal Paris true match video advertisement has a unique arrangement yet sequential.

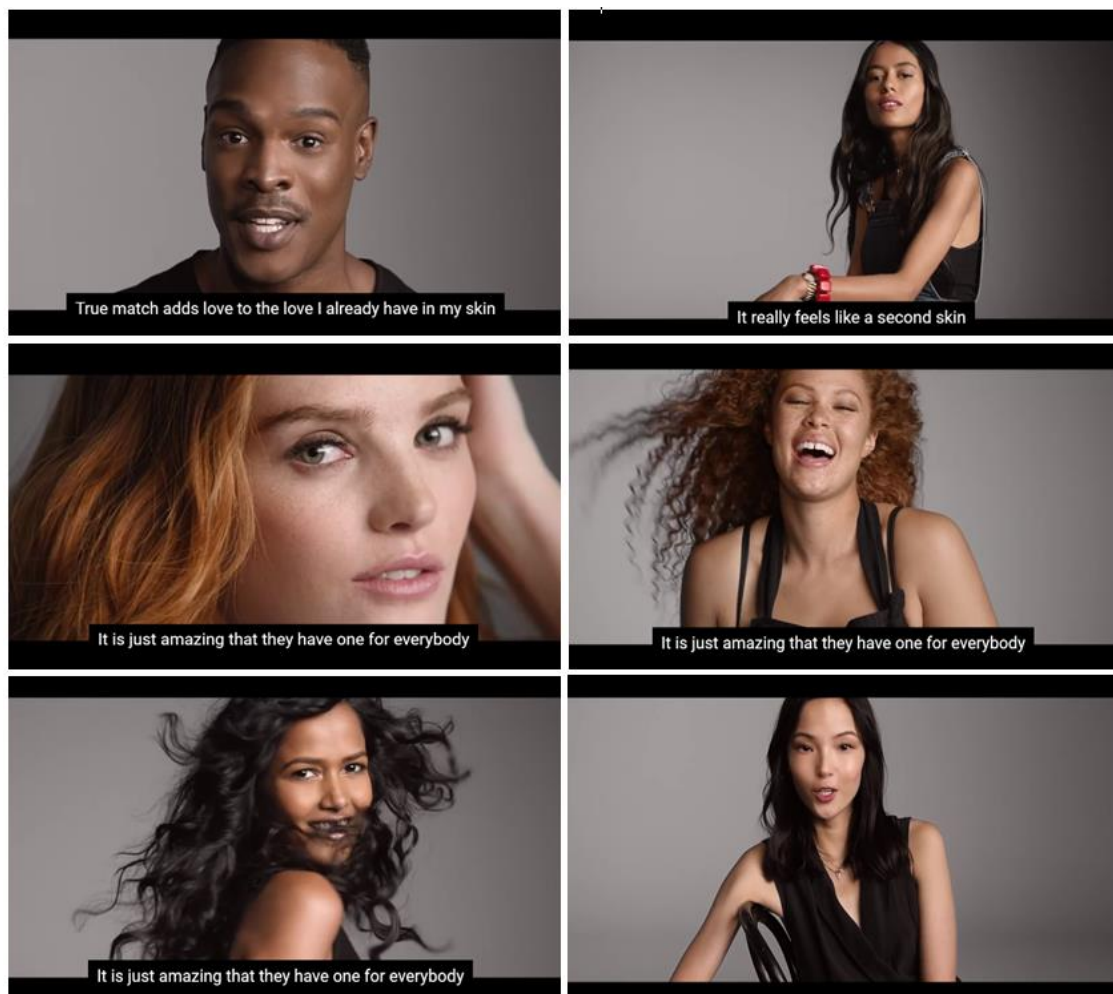


Figure 6. L'Oreal | Non-Verbal communication of logos, (0:35- 0:51 seconds)

The images in Figure 6 above show the video arrangement. As previously mentioned, there were fourteen speakers or actors with different skin colors. The scene at (0:06- 0:33) was introducing the speakers or actors which come from different nationalities, ethnicities, and races. Moreover, the scene also shows the audiences that each of them have different skin tones. Then, at (0:35-0:51) the speakers and actors mentioned that L’Oreal Paris true match has many different shades, and it has one for everybody. Through the explanation, it can be concluded that the video is sequential. It starts with introducing a variety of skin tones followed by clarity about the product information.

Moreover, every time the speaker changes the skin tones, the video changes as well. This situation was categorized as clarity in providing information to audiences. The information is L’Oreal Paris true match foundation has a variety of shades. As an example is the speakers' or actors' skin tone. Thus, the video was categorized as logos.

Based on the result analysis of persuasive techniques, the researcher found that makeup and skincare video advertisement use ethos, pathos, and logos. As can be seen through the table above, pathos mostly appeared in the makeup and skincare video advertisement. However, emotional sentences were not found in Nivea II video advertisement, music background was not found in Nivea I, tone of voice was not found in Nivea I and L’Oreal Paris II. The last, the use of facial expressions was not found in L’Oreal Paris II. Even though some of the characteristics were not detected, pathos is still the most persuasive techniques that frequently used. Pathos helps audiences to get the same feeling as the actors or speakers in the video advertisements. In other words, pathos persuades audiences by affecting their emotion or feelings through verbal and non-verbal communication as mentioned in the table above.

According to the result analysis on persuasive techniques, the researcher found that the makeup and skincare video advertisements used ethos, pathos, and logos as persuasive techniques. This is in line with Hasanah’s (2019) research, she also analyzes

persuasive techniques used in Traveloka video advertisement based on Aristotle’s theory. Hasanah (2017) found that Traveloka used ethos, pathos and logos. Moreover, each video contains verbal and non-verbal communication of ethos, pathos, and logos. This is also in accordance with Aisyah and Rahmat (2019) research, in which they analyzed persuasive techniques used in McDonald’s video advertisement. Then, they found that ethos, pathos, and logos in the form of verbal and non-verbal communication.

Based on the result analysis, the researcher concluded that the eight video advertisements of makeup and skincare used credible person as the actors, actress, or speakers. As also confirmed by Higgins & Walker (2012) and Yu (2006), ethos is mostly used refers to projected character of a communicator or speaker and explanations from someone credible.

Conclusion and suggestion

The researcher used Aristotle’s classification cited in Nurjannah (2012), there were three persuasive techniques namely ethos, pathos, and logos. According to the definition of ethos, pathos, and logos, these persuasive techniques could be both verbal and non-verbal communication. Thus, the researcher identified the video advertisements in the form of their verbal and non-verbal aspects. The result was makeup and skincare video advertisements used ethos, pathos, and logos both verbal and non-verbal communication. However, pathos was the most frequently used in makeup and skincare video advertisements.

After collecting various data sources, the researchers discovered that there were various issues when it came to analyzing the effectiveness of skincare and makeup advertisements. They encountered problems in finding videos with a lot of narration.

Most of the time, video advertisements are focused on visuals. In order to avoid getting confused, researchers should look for different types of videos from different brands. They can also conduct research using theories or classifications by other experts.

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