AN ANALYSIS OF PERSUASIVE TECHNIQUES IN AIRBNB AND BOOKING.COM VIDEO COMMERCIALS

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ABSTRACT

Language is a fundamental tool for human communication and is widely applied across various fields, including advertising, where it serves to inform and persuade audiences about products or services. This study focuses on the use of persuasive techniques—both verbal and non-verbal—in video advertisements, specifically analyzing 20 commercials from Airbnb and Booking.com, two leading online travel agencies with different approaches to targeting audiences. Using a qualitative method and theories from Lamb for verbal and Adler & Rodman for non-verbal techniques, the researcher identified 22 verbal strategies—such as inclusive language, anecdote, and emotive language—with inclusive language being the most dominant, and five non-verbal techniques—like posture, gesture, and facial expression—with posture and gesture being most frequently used.

Keywords: Airbnb, Booking.com, persuasive, advertisement, verbal communication, non-verbal communication

I. INTRODUCTION

Language is a fundamental tool for communication and plays a vital role in various fields, including marketing and advertising. It allows marketers to convey persuasive messages through both verbal and non-verbal means to influence consumer behavior. Advertising, as part of marketing, utilizes appealing language and visuals to attract audiences and encourage them to buy or use products and services. Persuasive language techniques, which include emotional appeals and strategic messaging, are widely used across media platforms such as television, print, and especially digital platforms like YouTube. According to Adler and Rodman (2014), communication in advertising can be categorized into verbal and non-verbal forms—both essential in understanding consumer behavior, particularly in video advertisements.

In this research, the focus is on analyzing persuasive techniques in YouTube video advertisements by Airbnb and Booking.com, two leading online travel agencies with significant global reach. Booking.com, with over 564 million visits in 2022, ranks first, followed by Airbnb. While

both companies employ storytelling strategies in their advertisements, Airbnb emphasizes emotional and community-based narratives, whereas Booking.com organizes content into user-friendly playlists, such as the "Local Guides" series. The study uses Lamb's (2019) framework for verbal persuasive techniques and Adler & Rodman's (2014) theory for non-verbal communication. YouTube is selected for its accessibility and ability to host various video formats, making it ideal for analyzing advertising strategies. This research is expected to provide insights for the tourism and advertising industries, especially in Indonesia, and fill a gap in the academic study of online lodging video commercials.

Based on the background of the study above, this research proposes the main problem as follows:

a. What are the verbal persuasive techniques used in Airbnb and Booking.com video commercials?

b. What are the non-verbal persuasive techniques used in Airbnb and Booking.com video commercials?

c. What are the most dominant strategies of persuasive techniques used in Airbnb and Booking.com video commercials?

This study is limited to specific scopes to maintain focus and relevance in the analysis. The research examines online lodging video commercials taken exclusively from the official YouTube channels of Airbnb and Booking.com. Each selected video has a duration ranging from 30 seconds to 6 minutes and 10 seconds. A total of 20 of the newest videos were chosen based on specific criteria: the videos must include both verbal and non-verbal persuasive techniques, and the scenes must feature people, not just non-human objects. The analysis centers on identifying and interpreting the persuasive techniques used in the videos, both verbal

and non-verbal. Additionally, the videos analyzed were published between the years 2018 and 2022.

II. REVIEW OR RELATED THEORY

Several theories will be referenced throughout this research. These include:

Communication

Communication is a fundamental aspect of human life, essential for expressing thoughts, emotions, and sharing information. Derived from the Latin word *communicatio*, which comes from *communis* meaning "common" or "shared," communication requires a mutual understanding between the communicator and the audience (Nurdin, 2013). Humans rely on communication to connect with others, convey messages, and relationships in both personal and social contexts.

According to Nurdin (2013), communication can be categorized into three types: informative, persuasive, and instructive. Informative communication aims to deliver objective and factual information to an audience without bias. Persuasive communication seeks to influence and convince others by appealing to their beliefs and expectations. Instructive communication focuses on the teaching and learning process, regardless of the subject, learner type, or educational setting. Each type plays a crucial role depending on the purpose and context of the interaction.

Persuasion

Persuasion is a form of communication aimed at influencing others by changing their beliefs, values, or attitudes (Simon, 1976), and it must involve a clear goal, communication as the medium, and the recipient's free will (O'Keefe, 2016). One of the main areas where persuasion is applied is advertising, where producers use various techniques to attract customers. Lamb (2019) identifies 25 persuasive techniques such as alliteration, emotive language,

evidence, repetition, and rhetorical questions, among others. These techniques are used by the researchers to classify verbal communication in Airbnb and Booking.com video commercials, making Lamb's theory a suitable foundation for analyzing persuasive messages in advertising.

Verbal Communication

Verbal communication involves the use of spoken and written words to convey messages, where spoken words represent vocal communication and written words represent non-vocal communication (Adler & Rodman, 2014). To ensure effective verbal communication, the message must be clear, relatable, and easily understood by both the sender and receiver. According to Harappa (2020), verbal communication stands out due to its power to leave a lasting impression when delivered clearly, confidently, and charismatically. Key characteristics include relating the message to an object, using concepts for clarity, ensuring mutual understanding, considering cultural influences, and acknowledging the sender's emotional state when expressing feelings.

Non-Verbal Communication

Non-verbal communication is conveying messages without the use of words, involving non-linguistic means such as body language, facial expressions, gestures, tone of voice, and even environmental cues. Adler and Rodman (2014) state that non-verbal communication is always present during interactions, often reveals unintentional messages, and helps convey emotions and relationship dynamics, though it can be more ambiguous than verbal communication.

Key forms include posture and gestures, which reflect confidence or vulnerability; facial expressions and eye contact, which show emotions like happiness or anger; and vocal elements or paralanguage, which convey tone and mood through pitch, volume, and pace. Additionally, touch can express various emotional tones, from politeness to intimacy; physical attractiveness and clothing influence perception; territoriality relates to how people claim space; and environmental factors like formality or warmth, also shape the communication experience.

Advertising

Advertising is non-personal communication that conveys marketing-related information to a target audience, typically paid for and delivered through mass media to achieve specific objectives set by the sponsor (Burnett, 1998). According to Nizamuddin (2014), advertising has three major objectives: to inform, by providing brand and product-related information to increase awareness; to persuade, by encouraging customers to take specific actions such as purchasing or forming a positive brand image; and to remind, by reinforcing brand messages and maintaining customer awareness, to prevent losing them to competitors.

Review of Previous Research Project

This study reviews several previous research to support its analysis of persuasive techniques in video commercials. Rizka (2016), Nasruddin (2016), Hasanah (2019), Devi (2020), and Mustantifa (2022) used Gorys Keraf's taxonomy to analyze various video and written advertisements, finding techniques such as rationalization, suggestion, projection, and identification commonly used. Meanwhile, Angela (2018) examined written advertisements using both Grey and Kleppner theories, identifying hyperbole and long noun phrases as dominant features. Similarly, Yuliah et al. (2021) analyzed Forbes magazine ads using Kannan & Tyagi's theory, identifying several types of persuasive language techniques.

While most previous studies focused on verbal persuasive strategies in written or video advertisements using a single theoretical framework, the current study differs by analyzing both verbal and non-

verbal persuasive techniques in video commercials from Airbnb and Booking.com. It incorporates two distinct theories—Lamb (2019) for verbal techniques and Adler & Rodman (2014) for non-verbal communication—offering a broader perspective on how persuasion is constructed in digital advertising.

III. RESEARCH DESIGN

The current study is a qualitative method that used a case study design as its research design (Yin, 2014). The case study approach is particularly useful to employ when there is a need to obtain an in-depth study of an issue, event, or phenomenon of interest. The current research analyzed the video commercials focusing on the verbal and non-verbal persuasive techniques used by two online lodging applications, Airbnb and Booking.com as both of them are the most popular online travel agencies in the world.

Research Procedures

This research followed several steps adapted from Kurniawan (2022). First, the researcher browsed and selected video advertisements from the official YouTube channels of Airbnb and Booking.com, choosing videos released between 2018 and 2022 that contained both verbal and non-verbal persuasive techniques, with durations ranging from 30 seconds to 6 minutes. The selected videos were then watched multiple times to become familiar with their content. After that, the dialogues from the videos were transcribed to facilitate easier analysis of persuasive elements by referencing both the audio and the subtitles.

Next, the researcher identified and classified the verbal persuasive techniques using Lamb's (2019) theory and the non-verbal persuasive techniques using Adler & Rodman's (2014) framework. The classification process included compiling the findings in tables and capturing relevant video scenes. Additionally, a questionnaire was distributed to potential customers of Airbnb and Booking.com to validate the

researcher's analysis. Finally, the findings were concluded by highlighting similarities and differences across the twenty video commercials, and the results were presented in chart form.

Research Setting

This study is conducted in the topic of analyzing persuasive techniques that include verbal and non-verbal communication persuasive techniques that are used in the Airbnb and Booking.com video commercials. There are 20 newest videos in total that analyzed with several criteria: the videos must contain verbal and nonverbal persuasive techniques that were released between 2018 and 2022, and the scene in the video must contained people (it means the videos broadcast not only nonhuman object).

Methods of Data Collection

The data collection process in this research involved documentation analysis and the use of questionnaires. Documentation analysis was conducted by analyzing online video advertisements to gather the necessary information and compare data from two different sources within the same category, specifically online lodging video commercials. To further support the analysis, the researcher also distributed question-naires to gain insights from other perspectives regarding the use of verbal and non-verbal persuasive techniques in the advertisements. The questionnaire comprised ten prepared questions and was distributed to 20 respondents who potential customers are interested in Airbnb and Booking.com.

Data Analysis

The first data that were analyzed were verbal persuasive techniques. The verbal persuasive techniques were analyzed by using Lamb (2019) theory. To make the analysis of the application of verbal persuasive techniques clearer, the researcher has created a table based on the implementation of Lamb (2019)

theory taxonomy. The data that were analyzed after is non-verbal persuasive techniques. The researcher referred to Adler & Rodman (2014) to identify non-verbal persuasive techniques. To make the analysis of the application of non-verbal persuasive techniques clearer, the researcher has created a table based on the implementation of Adler & Rodman's (2014) theory.

After identifying the data, the researcher calculates the frequency, then calculates the percentage. The results of the analysis were displayed as charts. And then, the researcher drew a conclusion based on the persuasive techniques used in verbal and non-verbal communication on online lodging video commercials.

IV. FINDING

This chapter contains the findings obtained as well as the discussion. The findings are presented in two sections, there are verbal communication and nonverbal communication.

Identification of Verbal Persuasive Techniques

According to the results of the analysis, the researcher found that there were twenty-two non-verbal persuasive techniques contained in the total of 20 video advertisements on Airbnb and Booking.com. They are inclusive language, anecdote, appeals, repetition, connotation, emotive language, assonance, evidence, generalization, imagery, hyperbole, simile, cliché, everyday/colloquial language, metaphor, rhetorical questions, euphemism, jargon, analogy, logic/reason, pun, and sarcasm. After the analysis, inclusive language was discovered as the dominant strategies non-verbal persuasive techniques of this research. The details of the percentage can be seen in the bar chart below.

Figure 4.1 The Percentage of Verbal Persuasive Technique

Airbnb

The study analyzed 10 video commercials released by Airbnb, focusing on identifying verbal persuasive techniques based on Lamb's (2019) taxonomy. Before the analysis, the researcher transcribed and rewrote the dialogue from each video, using it as the foundation to pinpoint the persuasive techniques.

The identified strategies were cataloged using abbreviations in analysis tables, covering 25 types such as Inclusive Language (INL), Anecdote (AND), Emotive Language (EML), Appeals (APE), Hyperbole (HYP), Repetition (RTT), and others.

Each video featured a unique combination of these techniques, demonstrating the varied and strategic use of verbal persuasion in Airbnb's video advertisements that effectively communicated their message and appealed to viewers.

a. "Introducing the Airbnb 2022 Winter Release":
Found 9 techniques; Inclusive Language was the most dominant (used 9 times), followed by Anecdote (2), and others like Appeals, Assonance, and Repetition used once each.

b. "Longer Stays Demand is Growing":
Identified 4 techniques; Appeals was most used (6 times), followed by Simile (2), and single instances of Evidence and Assonance.

c. "An Ode to Black Travel":
Found 6 techniques; Everyday/Colloquial Language dominated (3 times), with Appeals, Emotive Language, Inclusive Language, Simile, and Assonance used once each.

d. "How to Become a Host on Airbnb":
Used 8 techniques; Inclusive Language was most frequent (5 times), followed by Anecdote and Appeals (4 each), Rhetorical Questions (3), and others.

e. "Introducing Airbnb.org":
Contained 4 techniques; Appeals was dominant (3 times), followed by Anecdote (2), and Emotive Language and Evidence used once each.

f. "#StayHome with a Drag Queen, Chef or Naughty Sleep":
Five techniques identified. Anecdote, Emotive Language, and Inclusive Language were most used (2 instances each), followed by Sarcasm and Connotation (1 each). These techniques highlighted personal stories and emotional appeal during the pandemic.

g. "Multifamily Innovation: The Landing":
Five techniques used, with Inclusive Language being dominant (4 uses), followed by Appeals and Imagery (2 each), and Anecdote and Generalization (1 each). The focus was on community and shared benefits.

h. "Many, Many Thank You's":
Five techniques identified, Inclusive Language was used the most (3 times), while Evidence, Generalization, Jargon, and Repetition appeared once each. The video expressed gratitude and a commitment to safety.

i. "1/2 Billion Guest Arrival":
Four techniques found, with Inclusive Language as the most frequent (2 times), and Anecdote, Generalization, and Repetition used once each. It celebrated Airbnb's global milestone using collective expressions.

j. "Silence Near Seattle":
Four techniques used, with Repetition being dominant (2 uses), and Emotive Language, Hyperbole, and Jargon appearing once each. The video emphasized emotional and adventurous experiences.

Overall, Inclusive Language remained the most frequently used technique across videos, reinforcing a sense of connection and shared experience with viewers.

Booking.com

There are 10 videos released by Booking.com that were analyzed in the current study. Each video was analyzed in terms of verbal persuasive techniques. The transcription was made after the videos were watched several times. The transcription is the basis of identifying verbal persuasive techniques as proposed by Lamb (2019).

This part presents verbal persuasive techniques found in Booking.com videos. There were 10 videos analyzed. Here is a summarized version of the ten Booking.com video analyses:

a. "Meet Our Booking.com Explorers": Five persuasive techniques identified, with Anecdote and Hyperbole being dominant (2 uses each), followed by connotation, generalization, and repetition (1 each). The focus is on personal experiences and exaggerated expressions to inspire travel.

b. "The Birdman of New York City": Six techniques used, with Anecdote (3 uses) and Inclusive Language and Logic/Reason (2 each) being most prominent. It emphasizes nature and environmental protection, using personal and rational appeals.

c. "Discover The Taste of Victoria, Australia":
Six techniques identified, with Imagery being dominant (5 uses), followed by Cliché (3), and others like Appeals, Metaphor, Repetition (2 each), and Simile (1). The video uses vivid language to evoke sensory experiences in a culinary context.

d. "Road   Trippin'":
Four persuasive strategies were used equally (1 each): Appeals, Connotation, Pun, and Simile. The video blends humor, emotional pull, and comparisons to promote car rentals.

e. "Tour The T20 Pavilion: The Ultimate Cricket   Stay   UK":
Five techniques used equally (1 each): Anecdote, Appeals, Assonance, Connotation, and Repetition. It combines personal stories and

emotional appeal to showcase a unique lodging experience.

f. "City Guide Dublin" : Techniques Used are Anecdote, Inclusive Language, Metaphor, Analogy, Cliché, Repetition. Most Used is Anecdote and Inclusive Language. This video focused on personal stories and collective identity to engage the audience with Dublin's local culture.

g. "One Mission: Now.here" : Used six techniques including Connotation, Assonance, Cliché, Inclusive Language, Jargon, Repetition. Most used connotation (4 uses). This video focused on Wordplay and dual meanings to emphasize the essential nature of travel and self-expression.

h. "You Can't Put Our Dreams On Lockdown" : Four used Techniques Appeals, Evidence, Generalization, Inclusive Language. Most Used Appeals and Evidence (4 each). Focused on Emotional appeals and data-driven evidence to inspire trust and highlight people's resilience during the pandemic.

i. "A Hiking Accident Turns Strangers into Family" : Six techniques identified with Anecdote, Connotation, Emotive Language, Euphemism, Generalization, Pun. Most used anecdote (4 used). Focused on Personal stories and emotional language to create a deep connection with the audience through shared travel experiences.

j. "A Bride's Dream is Saved" : Five techniques used to include anecdote, emotive language, euphemism, generalization, repetition. anecdote and emotive language are the most used in here (3 each). Focused on personal storytelling and emotional appeal to highlight the kindness of strangers during challenging moments.

Overall, these videos highlight varied persuasive strategies, with Anecdote, Imagery, and Inclusive Language being commonly

dominant across different campaigns to engage and persuade audiences.

Identification of Non-Verbal Persuasive Techniques

The analysis revealed five non-verbal persuasive techniques in 20 Airbnb and Booking.com video ads: posture and gesture, facial expressions and eye contact, voice, territoriality, and environment. Among these, posture and gesture emerged as the most dominant technique. The percentage breakdown is illustrated in the accompanying pie chart.

Figure 4.1 The Percentage of Non-Verbal

Persuasive Technique
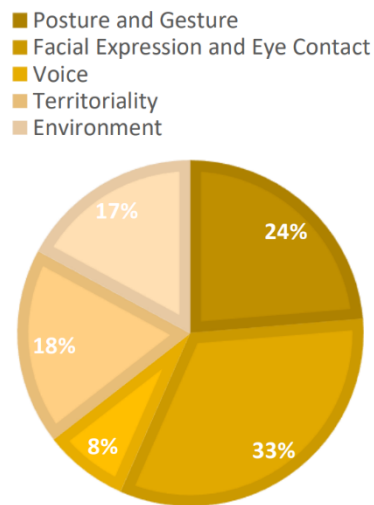
Airb

The study analyzed 10 Airbnb videos to identify non-verbal persuasive techniques based on Adler & Rodman (2014). Each video was reviewed multiple times, and the findings were recorded using abbreviations: Posture & Gesture (PG), Facial Expression and Eye Contact (FE), Voice (VC), Touch (TO), Physical Attractiveness (PA), Clothing (CL), Territoriality (TR), and Environment (EV). The results were organized into analysis tables.

a. "Introducing the Airbnb 2022 Winter Release" used four techniques: posture & gesture, facial expression & eye contact, voice, and territoriality. Notably, facial expressions and eye contact were most frequently used (3 instances), followed by posture &

gesture and environment (2 each). Voice was also highlighted for its role in emphasizing key information.

b. "Longer Stays Demand is Growing" featured six techniques: posture & gesture, facial expression & eye contact, voice, physical attractiveness, territoriality, and environment. Posture & gesture was the most dominant (3 instances), with voice (2), and the rest used once each. The host's confident body language, expressive voice, and use of setting contributed to the persuasive appeal.

c. "An Ode to Black Travel" showcased only two techniques: posture & gesture and facial expression & eye contact. Posture & gesture was the most used (3 instances), followed by facial expression & eye contact (1 instance). The video used emotionally resonant gestures and expressions to convey connection and joy.

d. "How to Become a Host on Airbnb" Techniques Used: Facial expression & eye contact used 3 times and this is a most frequently used, Environment 2 times, Voice 1 time, Territoriality 1 time. The video relied heavily on facial expression and eye contact to connect with viewers emotionally, while environment helped establish a sense of warmth and home. Voice and territoriality were used more selectively but effectively to enhance the message.

e. "Introducing Airbnb.org" Featured techniques: Posture & gesture 1, facial expression & eye contact 1, environment 1. A short video highlighting emotional reactions to a disaster and community support, using subtle yet impactful non-verbal cues evenly across three techniques.

f. "#StayHome with a Drag Queen, Chef or Naughty Sleep" Techniques Used: Posture & gesture 1, facial expression & eye contact 1, environment 1. Set during the pandemic, the video demonstrated joyful online

interactions using vibrant expressions, gestures, and immersive digital settings.

g. "Multifamily Innovation: The Landing | Host Stories" Techniques Used: Facial expression & eye contact 2, environment 1, posture & gesture 1. A business-focused video highlighting enthusiasm and appreciation for hotel features, emphasizing human interaction and setting.

h. "Many, Many Thank You's" Techniques Used: Voice 1. A short animated video using only voice as the non-verbal persuasive technique. The tone and emphasis in the narration were used to convey enthusiasm and curiosity, engaging the audience effectively without visual human cues.

i. "1/2 Billion Guest Arrival | Belong Anywhere" Techniques Used: Facial expression & eye contact 2, posture & gesture 1. The video showcased genuine reactions from Airbnb guests, emphasizing joy and satisfaction through facial expressions and natural body movements, making the experience relatable and persuasive.

j. "Silence Near Seattle | Airbnb Adventures" Techniques Used: Posture & gesture 1, facial expression & eye contact 1, environment 1. This nature-focused video illustrated peacefulness and emotional relief using gestures (e.g., covering ears, relaxing), facial expressions of joy, and a calm environment to support the theme of escape and tranquility.

Overall these videos demonstrate varied use of non-verbal persuasive techniques depending on format and theme. Voice dominated in animation, while facial expression and eye contact and posture and gesture remained key techniques in videos featuring real people. Environment was strategically used to set tone and mood, particularly in nature or home-based settings.

Booking.com

The study analyzed 10 Booking.com videos to examine the use of non-verbal persuasive techniques as outlined by Adler & Rodman (2014). Each video was viewed multiple times to ensure accurate observation.

1. "Meet Our Booking.com Explorers" techniques identified: posture & gesture: seen when speakers looked around by raising their heads, territoriality: evident as the video features introductions in various countries and scenes showing personal spaces. in this video the *posture & gesture* and *territoriality* were used equally (2 instances each).

2. "The Birdman of New York City" techniques identified: facial expression & eye contact: used when the man introduced himself and expressed emotions, territoriality: seen when the setting in the park was emphasized, environment: highlighted the park's peaceful ambiance, voice: expressed enthusiasm through tone and tempo. the *facial expression & eye contact* was the most frequent technique (2 instances); the rest were used once.

3. "Discover The Taste of Victoria, Australia" techniques identified: posture & gesture: noted when the host pointed to a store in the market, territoriality: observed during scenes at a market and farm. the *posture & gesture* was used more (2 times), followed by *territoriality* (1 time).

4. "Road Trippin'" techniques identified: facial expression & eye contact: seen in the man's smiles and excitement, territoriality: present in scenes set in busy public spaces like a train and market. both *facial expression & eye contact* and *territoriality* were used equally (2 times each).

5. "Tour The T20 Pavilion" techniques identified: posture & gesture: shown when the cast welcomed viewers with open arms, environment: highlighted cozy camper van interior, territoriality: cast engaging in personal activities inside the van. *posture & gesture*, *environment*, and *territoriality* were used equally (1 time each).

6. "City Guide Dublin", two techniques were identified: facial expression and eye contact, and territoriality. The most frequently used strategy was territoriality, occurring twice.

7. "One Mission: Now.here", three non-verbal persuasive techniques were present: facial expression and eye contact, posture and gesture, and environment. The most dominant technique was facial expression and eye contact, with two occurrences.

8. "You Can't Put Our Dreams on Lockdown", only territoriality was employed. This was seen from 0:07 to 0:27, where visuals of picturesque homes in various international locations reflected a sense of place and belonging. This technique was used to emotionally anchor the viewer to the idea of dreaming about travel and home, despite restrictions.

9. "A Hiking Accident Turns Strangers into Family" utilized two main techniques: facial expression and eye contact, and territoriality. Emotional expressions surfaced again when the woman was surprised by a visitor she had previously helped. Facial expression and eye contact appeared twice, making it the most used technique in this video.

10. "A Bride's Dream is Saved", three techniques were equally present: facial expression and eye contact, posture and gesture, and territoriality. Each technique was used once, indicating a balanced application.

Overall, the analysis reveals that facial expression and eye contact, and territoriality were the most frequently used non-verbal persuasive techniques across the five videos. These strategies effectively communicated emotions, established personal connections with the settings, and enhanced the persuasive appeal of the Booking.com brand.

V. CONCLUSION AND SUGGESTION

CONCLUSION

The researcher concluded that in the analysis of 20 online lodging video commercials from Airbnb and Booking.com, a total of 22 verbal persuasive techniques based on Lamb's theory were identified. These include inclusive language, anecdote, appeals, repetition, emotive language, imagery, logic, and others. Among these, inclusive language was the most frequently used with 36 instances, while sarcasm appeared the least, only once.

In terms of non-verbal persuasive techniques, five types based on Adler & Rodman's framework were observed: facial expressions and eye contact, posture and gesture, territoriality, environment, and voice. The most dominant was facial expressions and eye contact, appearing 25 times, while voice was the least used, with only 6 occurrences.

Although both companies operate in the same industry, they approach persuasion differently. Airbnb emphasizes inclusive language and facial expressions and eye contact, reflecting its focus on hosts' personal stories and the homes they offer. In contrast, Booking.com favors anecdotes and territoriality, highlighting guests' travel experiences and showcasing various destinations, often providing country-specific guidance for travelers.

SUGGESTION

For researchers, this research expected this study will be beneficial in broadening researcher's knowledge regarding persuasive techniques used in online lodging video commercials.

For future researchers, it is expected that this findings can be useful for those who are conducting investigations in such a field. There are still many aspects which can be analyzed about persuasive techniques in video advertisements, the researcher suggests in the future, researchers able to gain more information related to this field in order to get a broader perspective on persuasion in advertisements.

For the advertiser this research was expected to be a beneficial reference who will create an advertisement as video commercials.

For English Department Students, the researcher expected this current research can be used as a knowledge source regarding advertising, especially in persuasive techniques

for student at the State Polytechnic of Malang. This study will provide insight in the use of language for persuasion, both in verbal and non-verbal communications.

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