

AN ANALYSIS OF PERSUASIVE LANGUAGE FOUND IN TXTURE AND DR. MARTENS INSTAGRAM ADVERTISEMENT

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Abstract

This thesis examines the persuasive language techniques used in Instagram advertisements by two leather shoe brands, TXTURE and Dr. Martens, from 2021 to 2023, highlighting how social media has transformed brand communication strategies. Using qualitative content analysis and a survey to assess audience perceptions, the study identifies a range of persuasive appeals—emotional, logical, and social—used in varying styles and frequencies by both brands. TXTURE primarily relies on suggestion (39.28%) and rationalization (33.14%), while Dr. Martens employs a broader array of techniques, with suggestion (51.31%) being most dominant, followed by displacement, identification, and conformity. The findings offer valuable insights into digital marketing strategies, particularly the use of persuasive language to boost audience engagement on social media platforms.

Keywords: persuasive language, Instagram advertisement, TXTURE, Dr. Martens.

Abstrak

Tesis ini meneliti teknik bahasa persuasif yang digunakan dalam iklan Instagram oleh dua merek sepatu kulit, TXTURE dan Dr. Martens, dari tahun 2021 hingga 2023, dengan menyoroti bagaimana media sosial telah mengubah strategi komunikasi merek. Dengan menggunakan analisis konten kualitatif dan survei untuk menilai persepsi audiens, penelitian ini mengidentifikasi berbagai daya tarik persuasif—emosional, logis, dan sosial—yang digunakan dalam berbagai gaya dan frekuensi oleh kedua merek tersebut. TXTURE terutama mengandalkan sugesti (39,28%) dan rasionalisasi (33,14%), sementara Dr. Martens menggunakan serangkaian teknik yang lebih luas, dengan sugesti (51,31%) menjadi yang paling dominan, diikuti oleh pemindahan, identifikasi, dan konformitas. Temuan ini menawarkan wawasan berharga tentang strategi pemasaran digital, khususnya penggunaan bahasa persuasif untuk meningkatkan keterlibatan audiens di platform media sosial.

Kata kunci: bahasa persuasif, iklan instagram, TXTURE, Dr. Martens

INTRODUCTION

Communication is the process of delivering messages from one person to another with a specific purpose. In the age of consumerism, the

role of advertising should not be underestimated, be it in terms of developing business and international relationship, or

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informing the society about new products and services. Communication is not only delivering ideas. It is also important to consider whether the speaker's objectives are clear and whether they get the responses they want. According to Ervin Muhammad Dermawan (2022). With communication, there will be social relations, and we as social beings will live together or in society. Every element of life, especially working in marketing, depends on communication.

Advertising is a fundamental aspect of modern business and communication strategies, serving as a bridge between companies and consumers. It is a multifaceted discipline encompassing various mediums, techniques, and objectives, all aimed at promoting products, services, or ideas to target audiences. At its core, advertising is about crafting persuasive messages and distributing them strategically to influence consumers behavior. Furthermore, many people are critical of advertising as they feel it intrudes on their privacy and coerces them into buying unnecessary things, which is why marketing companies are challenged to convey their message in a subtle way without imposing their products on consumers. Communication is the basis of marketing.

According to Kavaratzis (2009) stated that communication is most commonly takes place through well-known marketing practices like advertising and etc. We can conclude that in marketing, we use persuasion language in order to attract customers to buy our products or services. One aspect that require good communication skills is in the field of marketing, which can be called persuasive techniques. (Keraf, 2004) Defined persuasive techniques as the verbal action of convincing others to accomplish what the speaker desires. Persuasive techniques are the advertising method that convinces consumers to buy a product or service with the promise of fulfilling their needs or wants.

This advertising method features positives and demonstrates the benefits of a product or service. The ability of persuasive techniques to attract readers during marketing activity is crucial (Waickman, 2019). Persuasive techniques are an important part of

communication because they can influence or persuade others to be interested in what is mentioned by the speaker. The words and other elements selection for promoting a product should be appropriate and convincing enough to persuade the consumer's decision. Nowadays, one of the most popular platforms for promoting a product is social media. Social media can be used for a wide range of activities. According to Brogan (2019) social media is a brand-new set of tools for cooperation and communication that makes it possible for people to interact in ways that used to be out of reach for the average individual.

Social media is developed to support communication (Silubun, 2019). Everyone may connect more quickly with a range of choices from all over the world. Social media can be defined as a program or site that enables a user to take advantage of social networking, shares material, and produce new content. The ability to access social media will change with the help of increasingly sophisticated devices. The expansion of diverse social media will be supported by technological advancement. Social media platforms like Instagram can increase sales and attract new customers, marketers choose to market their products there. The researcher wants to examine the types of persuasive techniques employed in Instagram caption as one of the media to market their products.

The researcher chose the leather shoe brands TXTURE and Dr. Martens because these brands came with a different background, TXTURE is a leather shoe brand from Bandung, Indonesia which has been established since 2009, and they produce a leather shoe designed in a classic style more or less similar to leather shoes from the 1920s, and the leather shoes or leather boots produced also use leather materials that are also not arbitrary, they use a variety of animal skins in their products. According to Kompas.com, TXTURE is not only using animal skins, but also tries to make shoes made from natural vegetable leather (non-animal) for some of the latest releases. TXTURE is a leather shoe brand with handmade manufacturing. According to TXTURE official website, currently TXTURE products has been

marketed to 34 countries. While Dr. Martens is a longer-established leather shoe brand from Midlands, England since 1959, and since a few years ago they produced a leather shoe designed with a modern style such as sneakers nowadays. Both brands are known for their distinct aesthetics, values, and loyal customer communities. Additionally, both brands often use storytelling, visual elements, and calls to action in their Instagram captions, making them rich subjects for studying persuasive language techniques in social media marketing. Persuasive language therefore tends to be creative and attention-drawing, exploiting language resources to the maximum with catchphrases, emotive words, informal expressions and striking metaphors and comparisons to appeal to the readers. The medium is primarily written in the case of online advertisements, yet it is frequently processed as if it were oral (Janoschka, 2004).

The output of this research was an in-depth analysis comparing the persuasive techniques used in TXTURE and Dr. Martens Instagram advertisements, addressing the research problems outlined in previous chapter. The first one is the persuasive techniques used and most used in TXTURE and Dr. Martens Instagram advertisement. The second is the different persuasive techniques that are most used in TXTURE and Dr. Martens Instagram advertisement. In creating the infographic, the writer created a questionnaire on the persuasive techniques used in TXTURE and Dr. Martens Instagram advertisement.

LITERATURE REVIEW

Advertising

Advertisement is a platform of communication that is created in order to influence audiences with uniqueness and have persuasive characteristics. According to Feralina (2013), an advertisement is a statement that promotes a product to the general audience. It signifies that advertisement is the paid non-personal message designed to offer or promote a certain good or service, individual, concept, or problem.

Advertising can be done through print media advertising such as brochures and banners, or electronic media advertising

(broadcast) such as advertising on TV or radio (Rahmawati, 2018).

Advertising involves more than just offering a good or a service; it also involves offering ideas and ways of thinking in the intention that the reader will be convinced (Goddard, 2002).

Types of Advertising

Persuasive techniques are methods that a person can use to accomplish a goal they freely selected from a variety of options. (Keraf, 2004, p. 124) stated that there are seven types of persuasive techniques that are rationalization, identification, suggestion, conformity, compensation, projection, and displacement. This part will share a detailed explanation about each type of persuasive technique.

1. Rationalization

Rationalization is a process of using reason to give a justification for an issue, where the basis or reason is not the direct cause of the problem. Rationalization aims to show the truth the benefits about the product to attract consumers so that prospective consumers will choose and buy the product. Spoken truth in persuasion is not absolute truth, but only truth serves to lay the way for desires, attitudes, decision or action, beliefs that have been determined can be justified.

2. Identification

Identification is recognizing their target market. The presenters must accurately examine their audiences, viewers, or consumers as well as the circumstance, regardless of whether they are adults, adolescents, or children. The presenters will be able to quickly demonstrate their products to the customer by recognizing them. The advertiser will be able to employ the right concepts or words by identifying them.

3. Suggestion

Suggestion is an action to convince or influence someone to believe a certain idea without providing the persuaded person with a theory or logical belief. The advertiser typically makes suggestions through words and intonation. However, the process of suggestion is direct. It will persuade the

customer to accept the offer without considering a concept, belief, or action.

4. Conformity

Conformity is the intention or activity to create something that is similar to another thing. It is a strategy used to lead others to follow or agree with some arguments using particular beliefs, behaviors, or trends. Conformity is frequently regarded as a behavior that will advance society in a beneficial way.

5. Compensation

Compensation is an activity to find a replacement for an unsatisfactory or unjustifiable situation. It can be done by persuading the audience that they are capable of acting as the presenters have spoken, the presenters can influence the audience to take specific actions. The advertiser should convince their target market to show another situation that is more favorable. Compensation persuasive technique in advertisement identically with money oriented.

6. Displacement

Displacement is defined as an approach that aims to substitute an objective that encounters challenges with a new objective that certainly replaces the emotions. The displacement aims to reach into consumer emotions and control them with brand-new products.

7. Projection

Projection is a technique to make something that was subject becomes object. A character that a person has is no longer approved as a nature, but is cast as the nature and character of another. If there is someone asked to describe about someone who is not feared, it will attempt to describe something good about himself. In this projection, the advertiser will reveal weakness about some products that are considered competitive and then show the benefits of using their product to show the difference between their products and other products.

Previous Research

This study reviewed seven previous studies on

persuasive language. Some of some them used Gorys Keraf's theory, which theory used in this current study.

- a. Losi (2022) with "Persuasive Language Used on Advertisements of Instagram Posts". The researcher aimed to find out the persuasive language on Starbucks advertisements on Instagram post. The result of her research is that most of Starbucks advertisements was Inclusive language because Starbucks company often use pronoun "we" or "our" to express the same point of view on both company and customers.
- b. Rizka (2016) with "Persuasive techniques used in Nike advertisement". The research analysis reveals that the most used persuasive techniques in the research was Rationalization. It shows that statements which use justification and fact can influence others.
- c. Mukarromah (2016), it is "Persuasive Strategies Used In Iphone Advertisement Slogans". There are two goals of this study, first is to identify the types of persuasive methods utilized in Iphone advertisement slogans, second is to describe how those persuasive strategies are deployed. This study used a qualitative method.
- d. Hasanah (2019) with title "Persuasive Techniques Used by Travel Agent Online "TRAVELOKA" Advertisement on Youtube." This research used a descriptive-qualitative approach. The theory used in this research is from Gorys Keraf's and Aristotle's. This research examined the data in considering two issues: what kind of persuasive techniques are utilized in Traveloka advertisements, and how persuasive techniques are employed in travel agent online "Traveloka"

advertisement. The data for this research was gained from Youtube. The researcher identified seven different persuasive strategies utilized in Traveloka ads.

- e. Hastuti (2022) with title "An Analysis of Persuasive Techniques used in Maybelline New York Instagram Captions." Similar to some previous research, Hastuti's research used Lamb's theory. The purpose of this research is to identify the persuasive techniques, the most effective persuasive techniques, and the definitions of the persuasive techniques employed in Maybelline New York's Instagram captions. From the 33 Lamb's theory approaches, this study discovered 11 persuasive techniques that are Every day/ Colloquial Language, Emotive Language, Rhetorical Questions, Hyperbole, Connotation, Imagery, Metaphor, Simile, Repetition, Assonance, and Analogy are some of them.
- f. "Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram." This research conducted by Devi (2020). The main theory in this research uses theory from Gorys Keraf and Aristotle. This research focuses on 14 slogans that are used on Wardah's Instagram. The goal of this study is to categorize different types of persuasive techniques and explain the specific persuasive techniques utilized in the slogan for Wardah Cosmetics.
- g. "An Analysis of Persuasive Techniques Used In L'Oreal Paris Revitalift Online Advertisement." By Mustantifa (2022). Similar to some research mentioned before, this research also used theory from Gorys Keraf and Aristotle. This

study focused on analyzing the persuasive techniques implemented in the L'Oreal Paris Revitalift online Advertisement.

METHODOLOGY

This research was qualitative research. According to (Padgett D. , 2017), qualitative data was a open hypothesis in which the focus of the observation was both the observer and the component of the research. Qualitative methods emphasize being inductive over being deductive. They favor naturalistic observation and interviewing over the decontextualizing approaches of quantitative research (Padgett D. K., 2008). The current study focuses on qualitative study using some instruments that were observations and survey using questionnaires. The research design for this qualitative research was a case study.

Research Procedure

- a. The first step of this research was collecting the data that is needed for the analysis. The researcher browsed the TXTURE and Dr. Martens official Instagram account. The writer selected the data around 3,000 - 6,000. words.
- b. After collecting all of the data, the writer made a worksheet in Microsoft Word. And next, the writer moved the caption to the worksheet. This worksheet used as a media to collect as well as analyze the data.
- c. Third, the writer analyzed the persuasive techniques on those captions selected by highlighting and giving number to the word or sentences that indicated persuasive techniques. The sentences highlighted in different color based on the persuasive techniques.
- d. Fourth, the writer calculated all of the persuasive techniques using some tools in Microsoft Word in order to make the calculation more accurate. The writer used a search button in Microsoft Word

to find the total of persuasive techniques. Continue submitting the data into a table.

- e. The fifth step is content analysis. The writer shared questionnaires to some social media users. The writer need perspective from the audience on how the function of persuasive techniques in the chosen caption.
- f. Next, the writer made a conclusion from the result of the analysis. The conclusion based on all of the data gather from this research and the most persuasive technique use on that caption. The result of the conclusion became the main data for the infographics.

Research Object

The research uses TXTURE and Dr. Martens Instagram content which contain caption and video advertisement to transcript then analyze those contents.

Research Instrument

Data collection and data analysis were the primary instrument for the researcher, Gorys Keraf's theory on persuasive language is used to analyze language style in TXTURE and Dr. Martens Instagram advertisement, considering factors like sentences, context, setting, relationships, and vocabulary. To assure validity, the data were validated via questionnaire confirming the reliability of the research findings.

Data analysis

The data analysis for this research adopted a theory from (Matthew B. Miles, 2014). These include data reduction, data representation and drawing also determine the conclusions.

a. Data reduction

The writer chose and simplified data that would be examine in this study. First, the writer chose 90 Instagram captions with picture and video, which 20 captions with pictures and 25 captions or transcript video from TXTURE Instagram advertisement, and 20 captions with pictures and 25 captions or transcript from Dr. Martens Instagram advertisement. The

researcher collected the data by screen captured or screenshots each caption that were analyzed.

b. Data representation

After collecting the captions by screenshots or screen captured, the writer used a worksheet that contain table in Microsoft Word to display the data. The writer placed the Instagram caption into the table. The writer analyzed all of the data from all of the sentences and words. In order to analyze and categorize the data, the researcher used theory by (Keraf, 2004) to classify the persuasive techniques. The writer highlighted the data using 7 color which determine 7 types of persuasive techniques by (Keraf, 2004) those are rationalization, identification, compensation, suggestion, conformity, displacement, and projection in order to make the analysis easier. After that the writer categorized the sentences into each persuasive technique according to some criteria.

c. Determine the conclusion

This research completed by making conclusions as the result of the analysis of what are the persuasive techniques used, why and which model are most frequently employed in TXTURE and Dr. Martens Instagram captions.

FINDINGS AND DISCUSSIONS

Findings

These findings of persuasive languages were based on the analysis of each caption and video transcript. Every caption and video transcript analyzed related to the persuasive techniques by (Keraf, 2004) consisted of rationalization, identification, conformity, suggestion, compensation, displacement, and projection. There were 90 data selected with 20 Instagram captions and 25 video transcripts from each brand TXTURE and Dr. Martens with total 4.199 words. there were 2.445 words of persuasive language found with six types of persuasive techniques from 90 data, which 1.418 overall data from TXTURE and 1.027 overall data from Dr. Martens. The most commonly used persuasive techniques in TXTURE's advertisements are suggestion (39.28%), rationalization (33.14%), conformity (13.54%), displacement (7.12%), and identification

(6.91%), with suggestion and rationalization being the most prominent. TXTURE effectively uses rationalization to provide logical reasons and benefits for their products, and suggestion to directly persuade consumers.

On the other hand, Dr. Martens employs a more diverse range of persuasive techniques, including suggestion (51.31%), displacement (13.43%), identification (13.04%), conformity (12.85%), rationalization (8.47%), and compensation (0.87%). The brand places a strong emphasis on suggestion and displacement, reflecting their strategy of aligning with consumer preferences and introducing innovative product features to keep their audience engaged. There was one type of persuasive technique that did not found in this analysis it was projection. The writer showed total 11 examples of each persuasive techniques found in current research.

Findings from Target Market

After analyzing the persuasive techniques in TXTURE and Dr. Martens Instagram Advertisement the researcher shared questionnaires to several target market of the product. This questionnaire was distributed on 11-12 July 2024. This questionnaire is used to gather information from the respondent's perception and their ability to relate with persuasive techniques on TXTURE and Dr. Martens Instagram advertisement.

The questionnaire reached 32 respondents. There are four sections in this questionnaire that were respondent's biodata, questions about TXTURE and Dr. Martens brand in general, and the major topic of the questionnaire that was the function of the persuasive techniques used in TXTURE and Dr. Martens Instagram advertisement. Thus, it can be concluded for the result of the questionnaire that there were 29 respondents (90.6%) could feel the use of logic statement in the text provide which was benefit to justify the seller argument, 25 respondents (78.1%) were persuaded using unlogic words, 25 respondents (78.1%) were persuade by an innovation from modernity zipper, 25 respondents (78.1%) could feel the replacement for something unjustified, 28 respondents (87.5%) were persuade from beliefs on the sentence provided, and 29

respondents (90.6%) could feel that the sentence asks for the target market preference to identify them.

Discussion

This research was focused on analyse persuasive techniques used in TXTURE and Dr. Martens captions and video transcripts with total 90 samples which contain 4,199 words. From those 6 persuasive techniques found, it can conclude that the top 5 persuasive techniques used in TXTURE Instagram advertisement were suggestion, rationalization, conformity, displacement, identification. While from Dr. Martens were suggestion, displacement, identification, conformity, rationalization, compensation.

In the validation step, the writer used questionnaires as the instrument. This step aims to see the respondent's perception on the function of the persuasive techniques. Comparative insight was drawn from previous studies. Devi (2020) entitled "Persuasive Strategies Used in Slogan Woman Cosmetics "Wardah" Advertisement on Instagram". The similarities between this previous research and this current research are from the theory which was theory from (Keraf, 2004) and Instagram as the research setting. The differences were in the object of the research and another theory used in Devi's research. The differences were in the object of the research and another theory used in Devi's research.

Another difference is that Devi used slogan meanwhile this research use caption and transcript videos as the object and there was another theory from Aristotle's on that research. In the previous research, they only found 5 persuasive techniques from (Keraf, 2004). Nevertheless, this current research found 6 persuasive techniques. A contrast result might occur because the objects of the research were different. On Devi's research, she used slogan as her object of the research which contained small number of findings. While in this current research, the object was captions and transcript videos which contained longer words and sentences than slogan. Therefore, the amount of the most dominant result in each research was different. Yet there was also found the similarity between this research and Devi's

research, that the most used persuasive technique was suggestion.

CONCLUSION AND SUGGESTION

Conclusion

This research of persuasive techniques analysis in Instagram advertisement of TXTURE and Dr. Martens had three research problems, which were 1) what are the persuasive language used in the Instagram advertisement of TXTURE and Dr. Martens, 2) among the identified persuasive language, what are the different persuasive language model that frequently employed by TXTURE and Dr. Martens in their in Instagram advertisement? 3) what are consumer perceptions which social media users about the persuasive language used in Instagram advertisement of TXTURE and Dr. Martens?

Based on the research problems mentioned before, this research aims to answer that research problem in terms of identifying the types of persuasive techniques used and the most dominant persuasive techniques used, and consumer perceptions about persuasive language used in TXTURE and Dr. Martens Instagram advertisement.

On the other hand, Dr. Martens employs a more diverse range of persuasive techniques, including suggestion, displacement, identification, conformity, and compensation. The brand places a strong emphasis on suggestion and displacement, reflecting their strategy of aligning with consumer preferences and introducing innovative product features to keep their audience engaged. The questionnaire results further confirm that the identified persuasive techniques are effective in influencing consumer perceptions and behaviors. Rationalization and suggestion, in particular, were found to be highly impactful, with a significant majority of respondents agreeing on their effectiveness.

Suggestions

For the researcher, this study offers a foundational understanding of persuasive techniques in social media advertising. Future research could explore other platforms or brands to compare the effectiveness of these techniques across different contexts and industries. Researchers could also investigate

the impact of combining multiple persuasive techniques within a single advertisement to see if it enhances consumer engagement and conversion rates.

For future researchers, this research can also be a reference for future research in conducting some research in advertising or marketing field area. Especially in persuasive language used in shoe brand.

For students of D4 English for Business and Professional Communication, this study can serve as a valuable reference for understanding persuasive strategies in marketing and advertising. It provides practical examples and insight that can be incorporated into academic curricula.

For English Department, this study can be used to develop the materials. The findings can be used for example in teaching materials.

By leveraging the insights from this study, various stakeholders can enhance their understanding and application of persuasive language in marketing, ultimately leading to more effective communication strategies and customers' engagement.

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