

ABSTRACT

Ulumiyah, Umi Lailatul. 2015. *Persuasive Technique Used in Colours Magazine*. Thesis. English Department, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel Surabaya. Advisor: Dr. Mohammad Kurjum, M.Ag.

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This study is conducted to analyze persuasive technique that is used in Colours magazine. There are two research problems in this study. Firstly, what are persuasive techniques used in advertisement of Colours magazine. Secondly, what is the function of each persuasive techniques used in advertisement of Colours magazine.

In this study the writer uses the theory from Larson (2004). Larson (2004) states that there are two techniques in persuasion. They are intensification and downplaying. Intensification is divided into three techniques. They are repetition, association and composition. Downplaying is divided into three techniques. They are omission, diversion, and confusion. The writer uses descriptive qualitative method in her research. In this study, the writer also want to get detailed understanding about the using of persuasive techniques based on the type of those techniques that is used in advertisement of Colours magazine and the describing of those functions.

The writer also found that Colours magazine advertisement uses five techniques of persuasion. To intensify their own good points and the weak point of the opposition, it used the techniques of repetition, association and composition. While to downplay their own bad or weak point and the good point of the opposition, it used the techniques of omission and diversion. Besides, omission is technique that most commonly used and confusion is not found. The writer also found the function of each persuasive technique. Repetition is used to emphasize the message. Association is used to associate with the things that the reader like. Composition is used to change the physical appearance of the message. Omission is used to eliminate their own bad point and the good point of the opposition and diversion is used to shift attention away from another's good point or one's own bad point.

