

**THE STYLE OF PERSUASIVE IN HOME SHOPPING
NETWORK (HSN) OF THE UNITED STATES**

THESIS



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(HSN) OF THE UNITED STATES**

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ABSTRAK

Wijayanti, T. P. (2020). *Gaya Persuasi dalam Iklan Home Shopping Network (HSN) di Amerika Serikat*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. Zuliati Rohmah, M.Pd.

Kata Kunci: persuasi, pengiklanan, saluran home shopping HSN.

Ada banyak penelitian yang berfokus pada gaya persuasi dalam periklanan. Berbagai jenis iklan telah dianalisis oleh para peneliti sebelumnya, mereka sering memilih slogan pada iklan, jingle atau lagu yang mewakili produk dan banyak lagi. Namun, penelitian sebelumnya dalam bidang ini telah mengabaikan salah satu jenis iklan yaitu home shopping. Selain itu, mereka juga hanya berfokus pada ujaran pengiklan. Sehingga, Penelitian ini tak hanya berfokus pada analisa bahasa persuasi namun juga mode iklan di saluran home shopping HSN dari Amerika Serikat yang terdiri atas visual, verbal serta musik dan suara.

Penelitian ini menggunakan pendekatan kualitatif untuk menjelaskan hasil analisis dalam dua iklan saluran HSN, yaitu episode Slinky dan Blendtec. Data diambil dari setiap adegan berupa gambar, teks, suara serta transkripsi ucapan pengiklan. Analisis mode periklanan diterapkan dengan pendekatan multimoda dari Kress dan van Leeuwen (1996) serta multimoda dari Halliday (1994). Selain itu, analisis bahasa persuasi dalam iklan HSN juga diterapkan berdasarkan pada tujuh teknik persuasi dari Keraf (2004).

Hasilnya menunjukkan bahwa kedua iklan menunjukkan mode visual dan verbal, sedangkan penggunaan musik dan mode suara jarang diterapkan sebab hanya beberapa iklan yang memakai music instrumental sebagai pembukaan mereka. Kemudian semua teknik persuasi diterapkan dalam iklan dan teknik perpindahan, proyeksi dan kesesuaian adalah yang paling sering digunakan. Pada intinya, penelitian ini menunjukkan bahwa iklan home shopping di saluran HSN hanya menekankan pada kesan pertama penonton melalui penampilan produk, ekspresi pengiklan dan keunggulan produk.

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INTRODUCTION

This section explains; background of the study, research problem, scope and limitation, significance of the study, and definition of the key terms.

1.1 Background of the Study

Persuasion is a process of communication that is aimed to persuade people. According to Keraf (2001, p. 138), persuasion is an art of communication to convince someone to do what the speaker wants. Aristotle states the purpose of persuasion is to change views and behaviors of someone through speaking or writing that includes information, feelings, or goals to be conveyed (cited in Hasanah, 2019, p. 1). Therefore, persuasion has become the favorite topic for analysis of various types of communication in society.

A series of previous studies have been trying to research at the use of persuasion in various contexts, such as Fengjie, Jia, and YingYing (2016) analyzed in a political context; Putro (2017) examined in preaching war, and Nielsen (2013) discussed in advertisement context. Moreover, many researchers have recently turned to the analysis of persuasive language in advertisements. The study of persuasion in advertisement's slogan was the most chosen by many researchers, including Mukarromah (2016) and Sulistyowati (2017). They used the theory of persuasion strategy from Keraf (2004, p. 124), Aristotle (Keraf, 2001, p. 121), and Kleppner (cited in Sulistyowati, 2017, p. 21). However, they

cannot reinforce the persuasive language's findings in the advertisement due to the lack of data retrieval.

Besides, the study of persuasion on advertisement is also evolved in the video form like the research from Hasanah (2019). The study used the theory of persuasion from Keraf (2004) and Aristotle. The data were taken from the six advertisements for travel agents online in Asia. The result showed that all advertisements were indicated the technique of persuasion by Keraf (2004) and Aristotle. The most method used was the identification and hypnotic, besides the advertisements showed the evidence of product superiority to attract the consumers (logos). However, this research cannot develop from previous studies. Many previous studies have used the combination of the theory of persuasion from Keraf (2004) and Aristotle, one of them was like Rizka (2016). The recent researcher should provide an innovation of the finding of persuasion in the advertisement. Besides, both Rizka (2016) and Hasanah (2019) were only focused on video transcription, while there are other elements, such as pictures, music, and writing text in an advertisement. The researchers should describe each detail in the video advertisement to accomplish their research.

Therefore, it is needed to focus on all advertising elements, such as the research from Cahyani (2014). The researcher combined the analysis of persuasion with the mode of advertisement. She focused on the mode of advertisement by Cook (2001), and persuasion theories from Keraf (2004). The data were taken from television advertising. The result showed that the advertisement mode and persuasion language are applied in all advertisements.

All of the previous researches raise the issue of the persuasion language used in various types of advertising. Most of them find out the use of persuasion in advertisements through subjects that are commonly studied. However, previous research in this field has disregarded one type of advertisement that is home shopping.

action in advertising, such as gesture, gaze, color, composition, saliency, and point of view.

All of the previous researches raise the issue of the persuasion language in various types of advertising. Most of them find out the use of persuasive language in advertisements through subjects that are commonly studied. However, little research in this field has disregarded one type of advertisement that is home shopping.

Home shopping includes the type of television advertisement that contains information and contains commercial information. It is called “*Infomercials*” because they explain, display, and demonstrate their products. They even generally have testimonials from consumers and professional

The mode of advertisement is explained by a multimodal approach that refers to the analysis of visual, verbal, and music and sound. The visual analysis consists of two multimodal functions from Kress and van Leeuwen (2006) that are interpersonal and textual components. The researcher chooses both components because they are related to the participant (human or entities) interaction and visual composition. Meanwhile, the verbal analysis advertisements to the experimental component from Halliday (1985). It is chosen because it deals with the comprehension of human experience through the connection of actions, expressions, and feelings with the utterances. Music and sound adjust the genre of music and its influence on advertising. So this research emphasizes the use of persuasion language and the mode of visual, verbal, and music in HSN home shopping advertisement.

[illegible]

2. What is the persuasion style of advertising that applies in the HSN (Home Shopping Network) channel?

1.3 Significance of the Study

The expectation of this present study can give the reader awareness about the way of persuasion used in an advertisement, especially home shopping. This paper is expected to contribute persuasion language knowledge in the ad. This study may be useful as reference or criticism for the other research, especially in the English Department, Faculty of Culture and Humanities, Islamic University State of Sunan Ampel Surabaya.

1.4 Scope and Limitation of the Study

The scope of this study is the language used and the elements of visual, verbal, and music in HSN home shopping advertisements. The limitation of this study might be from the object that only focuses on the HSN channel in the United States. The researcher can analyze many home shopping channels in the United States, but it is worthless if the researcher cannot manage data well. This research can be a weakness, but the undergraduate thesis is the point of the writing that has planned from the researcher's simple idea.

1.5 Definition of Key Terms

- a. Advertising

Advertising is the activities involves in presenting to a community, a non-individual, verbal or visual, openly sponsored message regarding disseminated

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains the theories that relate to research problems. It focuses on the persuasion techniques and the mode of advertisement.

2.1 Advertisement

Advertising is a communication process that aims to persuade and lead people to take actions that are beneficial for the advertiser (Durianto, 2003, p. 2). Advertising appears in all activities involving the presentation of a community, a non-individual, verbal or visual, openly sponsored message that is disseminated by one or many media and paid for an identified sponsor (Boove & Arens, 1986, p. 5). The purpose is to inform people about a particular event, idea, or product. Most advertisements are designed to sell products and services.

Almost all available media can be used as a place to advertise. Among others, media of commercial advertising can include television or radio commercials, specific event advertisements, mass media advertisements such as newspapers, magazines, and journal marketing; billboard and banner. Then the most recent is the development of advertising on social media, commonly called endorsement. Every place that is identified by the sponsor pays to deliver their message through the media is advertising.

Advertisements use several concepts that are memorable, exciting, and amusing regarding fiction, wordplay, and rhythm (Cook, 2003, p. 3). It makes advertising as a media of persuasion that influences social development through

word used illustrates the product and has the power to influence the behavior to be interested in the goods or services offered.

Home Shopping

Home shopping is a direct response format in a mass media advertisement promotes a product encouraging consumers to buy the product directly through the producer (Morissan, 2010, p. 22). Home shopping advertisement call center number that can directly contact to place an order has in order for consumers place an order by telephone, payment can be made by bank transfer or credit card installments. Then the ordered product immediately delivered to the house of the customer. However, sometimes, home shopping product is not popular in public. Since it airs on television, many of the consumers know

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2.2.1 HSN Channel

The beginning of HSN was formed starting with Lowell "Bud" Paxson and Roy Speer in 1982 called Home Shopping Club, which can watch on the cable TV in Florida. It expanded to the first national shopping network three years later on July 1, 1985, and was renamed the HSN. Afterward, HSN has pioneered the concept of television sales promotion for consumer goods and services. HSN channel manages 9 product categories consist of; fashion and accessories, furniture, electronics, beauty and fragrance, toys and games, jewelry and watches, kitchen and food, health, and fitness and crafts and sewing.

Persuasion is an art of communication to convince someone to do what the speaker wants (Keraf, 2004, p. 118). Keraf (2004, p. 124) divides persuasive techniques consist of rationalization, identification, suggestion, conformity, compensation, displacements, and projection. More explanation in the following;

2.3.1 Rationalization

It is used for the justification to support the persuasion. This technique is applied to persuade people about the validity of persuasion for the problem. This technique is connecting the idea between the speaker and hearer through the convincing statement. It is essential for advertisers due to strengthening persuasion related to product excellence. The example of rationalization can be found in the HSN home shopping advertisement of '*Slinky Brand Fashion Clearance Frenzy*' Episode.

You have this is a great way. This is gonna be the shawl-collar faux fur a mink long Glam coat. (9)

This statement is an effort to give crucial thought where it purposely persuades people to be celebrated by wearing the product. The advertiser of the home shopping is presenting a statement of '*a great way*' that contains the needs and desires of consumers who want to look great when wearing the coat.

2.3.2 Identification

Identification is a technique of persuasion that requires the speaker to recognize the situation. In advertising, the advertisers should be identifying the consumer needed. Advertisers can adjust consumer needs based on their age group or job, and more. This technique is necessary because the advertiser can easily promote the products. The example of this technique can see in another HSN home shopping advertisement of *'Slinky Brand Fashion Clearance Frenzy'* Episode;

*the women love our fur, and it's something
that is still luxurious is a faux fur (43)*

This statement emphasizes that the products offered are by what women like, which are furry coats. Therefore, this product is identified only for women who love fur.

2.3.3 Suggestion

This persuasive technique attempts to influence people to agree on a particular conviction without an expression that persuades people. The speaker tries to make people believe in their speech. The use of the valuable word and the performance of intonation are facilitated to convince people. Suggestions can apply in any speech, especially in advertising. This technique attracts the customer to give attention to the advertiser. The example of this technique can find in this following statement;

it's just that must-have item (14)

The use of the words '*must-have item*' already indicates the suggestion of the advertiser so that buyers are interested in the items offered. These words are the general utterance that refers to the recommendations conveyed by every advertiser.

2.3.4 Conformity

The conformity technique is almost same as identification. At first, the speaker has to identify the needed of people then present more convenience to make the persuasive speech suitable to the speaker and hearer. Recently in advertising, it is applied with the use of models or something trendy that makes

people are interested in their first perception. For example, in the following HSN advertisement:

*I am going skiing slate which is also the one that Jackie has on (35)
then there's the black we saw in with Victoria (36)
this is little Oden that is a gorgeous gorgeous
green this is the espresso (37)*

These statements indicate the product can be offered by the representative of the advertiser, which is the model and the consumer itself. The advertiser and product owner, namely *Jackie*, are depicted using the product offered. Therefore the buyer will be convinced that the product is worthy of being bought and used by everyone.

2.3.5 Compensation

It is an act of the result that attempts to discover or replace an unacceptable thing. The structure of this technique is persuading people with the consequences result of each other. The situation of this technique should be frustration or compensation; then, the advertiser will give the option to find an alternative way with a promise to persuade people. For example in the following statement from HSN home shopping advertisement;

and I want you to see because I know a lot of people (52)
that's well is it heavy is it bulky it's not heavy
it's not bulky (53)

Based on the statement, the advertiser offers other innovations where usually ‘*heavy*’ and ‘*bulky*’ furry coats, but the products they offered are contrary to the past assumption. The argument is unacceptable because people have

suggested with a heavy and thick coat, but with this compensation technique, the consumer becomes more convinced with the product offered.

2.3.6 Displacement

Displacement is a process of changing intention or something in one another. It can be attempted to forget an emotion and avoid it to the new object. Thus, it can be the change of aversion into affection (Putro, 2017, p. 19). For example in the following HSN advertisement below;

this is a jacket you can wear from day to evening (60)

The purpose of the statement is one of the product advantages, the ‘*jacket*,’ that can be worn every day, where other products cannot provide that convenience. The use of displacement expressions is perfect for applying in advertising. It is because of the description of the product quality is the main thing in advertising.

2.3.7 Projection

Projection is a technique to change the subject into the object. This technique declares the opposite thinking of something. In advertising, it usually describes the superiority of the product to represent the difference with other products. The example can see in this utterance;

that's different than any other we made it longer (49)
we lined it, so it has a beautiful matching lining (50)
we added nice deep pockets, but this is a jacket (51)

Those statements indicate that the host is compared their product with the other.

The advertiser shows the comparison between their product superiority with the

others, where their coats are beautified with linen and have deep pockets so they can convince buyers.

2.4 Mode of Advertisement

Discourse analysis is not merely focused on language but also the context of communication; it can compose to whom the speaker communicated, in what condition, what media, the differences type and act of communication developed and their relationship to each other (Cook, 2001, p. 3). Advertising does not involve text or speech, and it is more elaborate with the existence of images and music accompaniment. Therefore Cook (2001, p. 4) used the term of the mode of advertisement to convey ideas related to text and context in advertising, which explain as follows:

2.4.1 Picture

According to Cook (2001, p. 54), pictures in advertising can be fragments of story, motion, cartoon, photographic: broad panoramic of some location, interior or exterior shots, and even extreme shots of the product. Every scene means a series of product depictions where the advertiser ongoing promoted. Moreover, the advertiser assumes that every scene in their advertisements can represent the company of the product.

2.4.2 Music

The use of music may evoke a certain mood or associate with quite specific places, events, and images, for individual, or a group (Cook, 2001, p. 59). In advertising, music is known as a jingle that can represent the company or product

description. Besides, music can be a background to attract consumers to watch the advertisement, such as in Home shopping. The played back sound can be a song or instrument that is appropriate with the concept of the advertised product.

2.4.3 Speech and Writing

The element of speech and writing are found in the advertisement. The aim is to give the effect of the unique, exciting, and persuasive depiction of advertising. The advertiser also relies on speech used as verbal communication that brings the product message through the slogan or jargon. Moreover, on television, picture moves, music plays, and language comes are changing combinations of speech, song, and writing (Cook, 2001, p. 42). Those elements unite into a television commercial as present now.

2.5 Multimodality

Multimodal refers to the way people communicate using different modes at the same time (Kress & van Leeuwen, 1996, p. 18). According to Chen (2010, p. 485), multimodal is an understanding of modes such as verbal and visual that are used to realize the involvement of dialogue. Multimodal in advertising focuses on the interpretation of communication as an event to deliver messages and offer meaning from the speaker to the audience, including consumers. Halliday (1994) revealed that the grammatical language has a broader meaning; it is the form of images, objects, practices, and even sounds (cited in Hermawan, 2013 p. 3). According to Halliday (1994), language metafunction consists of three functions: experimental, interpersonal, and textual (cited in Kress & van Leeuwen, 2006, p.

42). Relying on Halliday (1994), who sees grammar as a source of creating and conveying meaning, Kress and van Leeuwen (1996) also see the image as a language that had three components as in Halliday's three languages metafunction.

2.5.1 Experimental component

The experimental component intends to encode, express, and realize human experience represented by a process system. The process means the source of outline experiences that include processes, participants, and circumstances (Halliday, 2004, p. 213). The process is central in clauses, which are equivalent to verbs (Saragih, 2011, p. 83). The participant is realized by the noun, while the adverb group and prepositional phrases realize the circumstance. Six processes comprise three primary processes: material, mental, and relational, and the three secondary processes are behavioral, verbal, and existential (Halliday, 1994, p. 171-206).

1) Material Process

The material process is physical and tangible activities carried out by the speaker, for example, running and playing (Eggins, 1994, p. 227). It is the process of doing and happening (Halliday, 2004, p. 179). The participant of this process is actors, and the recipients of this process are called the goal. Two types of clauses in the material process, namely transitive and intransitive clauses. The transitive material clause represents of doing activities (Halliday, 2004, p. 180). It can be characterized by the absence of the recipient participants in the material clause. Meanwhile, intransitive represents the happening activities which are marked by the presence of recipient participant in the clause.

participant who identifies is called the token, while the recipient is called value.

The process can be an equative clause. The value participant can be definite, proper noun, and article (specific determiner). Circumstances as time, place, and other setting elements can be participants in the identifying process. Meanwhile, circumstances as verbs that encode time, place, accompaniment, be + for (extent in time), be + after (time), be + across (time), be + with (cross, span) and be + like (resemble), can become a process of identifying.

4) Behavioral Process

The behavioral process is related to the activity of the physiological or human body, such as sleep and smile. This process has no typical characteristics like the other processes. Sometimes it can refer to other processes, such as a material process or mental process. The participant in the behavioral process is called behavior. According to Halliday (2004, p. 251), behavior refers to conscious being like sensor participants in the mental process. The behavioral process grammatically tends to '*doing*.'

5) Verbal Process

This process is related to information statements, such as saying and asking. The speaker is called the sayer that usually uses a verbal process with the verbs, such as 'say,' 'tells,' or 'talks.' It is followed by the conveyed information called the verbiage function.

6) Existential Process

This process shows the existence of entities or entities, such as there and this. It shows the presence and the occurrence of an object that can be the

possibility of the recipient to prepare something introduced (Sinaga, 2016, p. 13).

Therefore, the participant who receives the process is called existence entities.

2.5.2 Interpersonal Component

The interpersonal component describes the relationship between the depicted parties and between represented participants and the viewer based on social distance, perspective, angle, and gazes (Sorensen, 2011, p. 29). According to Kress and van Leeuwen (2006, p. 114), the interpersonal component refers to the interaction between the represented participants and the viewer. The interpersonal element for the image analysis includes contact, social distance, point of view, and modality.

1) Contact Interaction (Image Act and Gaze)

Contact interactions consist of an image act and gaze of the participants. The image act includes demand and offers interactions. Demand is the direct interaction between participants and the audience, which is realized through eye contact. Offer is the view of the audience or the provided information that represents participants. The other contact interaction is related to the gaze, which consists of the direct and indirect gaze.

2) Social Distance

Social distance is an interaction regarding the size of the frame in an image. It concerns the shooting techniques that consist of; close up shot (intimate), medium shot (personal), long shot (social), and extreme long shot (impersonal). Intimate distance describes the appearance of the face or headvertisements only.

Personal distance appears from head to waist. Social distance shows all the images display, while impersonal is the general display of images.

3) Point of View

The point of view is related to the viewer's perspective. It concerns the viewer's subjectivity, which can be seen only from a specific & imposed point of view (Sorensen, 2011, p. 29). There are two types of point of view. First is the horizontal angle that consists of; involvement (frontal angle) and detachment (oblique angle). Second is the vertical angle, which includes viewer power (top angle) and represented participant power (bottom angle).

4) Modality and Colors

Modality discusses the scale of the color image. According to Kress and van Leeuwen (2006, p. 160-162), the intensity level is marked by eight markers of visual modality. The first is color saturation, a scale running from full-color saturation to the absence of color. The second is color differentiation, a scale running from a maximally diversified range of colors to monochrome. The third is color modulation, a scale running from fully modulated color to dull or unmodulated color. The fourth is contextualization, a scale running from the absence of background to the maximally detailed background. The fifth is the representation, a scale running from maximum abstraction to maximum representation of visual. The sixth is the depth, a scale running from the absence to a maximally in-depth perspective. The seventh is illumination, a scale running from the fullest representation of the play of light and shade to its absence. The

eighth is brightness, a scale running from a maximum number of different degrees of brightness to just two degrees.

2.5.3 Textual Component

Textual Component is a visual mode related to the distance between different composition arrangements (Kress & Leeuwen, 2006, p. 175). In visual grammar, the method of different compositions allows different textual meanings and information values. Multimodal that consists of verbal and visual languages have a logical relationship in conveying meaning. This relationship can be known by an interest between the metafunction component in verbal and visual elements. According to Kress and van Leeuwen (2006, p. 177), the textual part consists of information value, salience, and framing.

1) Information Value

Information value connects the participants in the image that provide specific information about the viewed object from centered and polarized compositions. The centered composition is the central element that places in the middle. It divides into four parts, first is a circular composition as non-central placed on top, bottom, left, and right side. The second is triptych composition as non-central placed on both the right and left side or top and bottom. The third is margin, the non-central elements that create symmetry in the composition. The fourth is mediator, the center of a polarized composition that makes a bridge between given and new or/and ideal and real, so adjusting polarized elements. Meanwhile, the polarized composition is an information element that is not in the

central position, and it is consists of given (left), new (right), ideal (top), and real (bottom).

2) Salience

The salience component concerns the different levels of image elements.

The elements in the participant and the representation are made to attract the viewer's attention through the background and foreground, the size of the elements displayed, differences in color contrast, and differences in image sharpness.

3) Framing

The presence or absence of a frame is realized by the elements that create lines that are not related or related to the picture, giving a sign that they are part or not part of an image (Kress & Leeuwen, 2006, p. 177). The disconnection of framing is related to the visual separation from other elements through frame lines, pictorial framing devices, space between elements, discontinuities of color and shape, and other features. The connection of framing is related to the visual combination to different parts through the absence of framing devices, vectors, and continuities of similarities of color, visual shape, and more.

CHAPTER III

RESEARCH METHODS

This chapter explained the steps that related to research methodology. It included; research design, data collection, and data analysis.

3.1 Research Design

In conducting this study, the researcher applied the qualitative approach because data sources focus on the language in the advertisement. The analysis also focuses on the other elements of home shopping, such as images, texts, and music. When applied to a qualitative approach, each element in advertising was expressed in several categories regarding the theory used and explained to obtain a more detailed understanding.

3.2 Data Collection

This section explains research data, data source, instrument, and technique of data collection to gives detail of the data used in this study.

3.2.1 Research Data

In order to answer the first research problem, the data took from the capture of each scene of the HSN advertisements that consist of the product display, the product caption, and the voice of the advertisers on the HSN channel. Moreover, to answer the second research problem, the researcher took data from the utterances of the host and the product expert, which refers to persuasion techniques. The data voice was transcribed into the text from the speakers in HSN

3.2.2 Data Source

3.2.3 Research Instrument

[illegible]

The data were taken from speech, music, and picture of every scene in the HSN home shopping advertisement. The researcher used some steps to collect the data:

- ### Table 3.1. Data Classifications

b.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

- ## Data Analysis

After collecting the data, the researcher analyzed it into several steps:

Identifying and Classifying

- Researcher classified elements in advertisements in two modes namely visual and verbal, while music and sound were grouped according to the type of audio genre. In classifying visual modes, researchers referred to the multimodality of Kress and van Leeuwen (2006) regarding interpersonal and interactional components. These components had several elements which establish interactional meaning. Interpersonal component consist of contact, distance, point of view and modality, while textual consist of value, salience and framing. The classification of the visual mode was shown by grouping the element interactions that occur in each scene as in the following table.

Researcher classified elements in advertisements in two modes namely visual and verbal, while music and sound were grouped according to the type of music genre. In classifying visual modes, researchers referred to the multimodality of Kress and van Leeuwen (2006) regarding interpersonal and textual components. These components had several elements which establish visual interaction, interpersonal component consist of contact, distance, point of view and modality, while textual consist of value, salience and framing. The identifying of the visual mode was shown by grouping the element interactions that occur in each scene as in the following table.

N | Slinky Brand Fashion Clearance Frenzy 02.16.2019 - 06 AM

Metafunction (Gunther Kress and Theo van Leeuwen)
Interpersonal Textual



Image act: demand
Gaze: direct
Social Distance: impersonal
POV: horizontal angle
(involvement)

Information value :
Centered

Salience :
foreground objects are more salient
than background objects

Meanwhile, the identification of verbal mode referred to the experimental component from Halliday (2004). The experimental component was composed of several interaction processes that arised from advertisers' utterances. The researcher identified each utterance that indicated the experimental processes. The use of some initial letters associated with the interaction process was needed to facilitate the identification process.

Table 3.3 The Verbal Mode of Advertisement

Utterances in Blendtec Advertisements	Experimental Process
The host: 00:34 – 00:39 <u>there are 41 reviews, 32 of them on the Blendtec</u> <u>are</u> <u>perfect five star reviews</u>	Existential Attributive
00:40 – 00:46 and I <u>'m going to tell</u> you something, I <u>did</u> <u>my comparison shopping</u> before	Attributive Verbal

Then the researcher identified all of the elements of advertisement into the persuasive technique by Keraf (2004). There are seven techniques of persuasion: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. The researcher highlighted the speech with the representation colors of each persuasion technique.

Table 3.4 The Colors Classification on Persuasive Techniques

Persuasive Techniques (Keraf, 2004)	Characteristics of Persuasive Techniques	Color
Rationalization	Reasonable arguments that are related to needs and desires consumers Example : 00:52 - 00:55 <i>you have this is a great way. This is gonna be the shawl-collar faux fur a mink long glam coat.</i>	Red
Identification	Utterances that are showing the type of consumer who can use the product Example : 00:59 - 01:01 <i>you look great who would it, look great, I just feel like you put this on it everybody looks fabulous.</i>	Yellow

the presented research problem, there are two parts in the findings. The first is about the mode of advertisement that consists of visual, verbal, and music. The second is about the use of persuasion techniques in the advertisement. Moreover, the writer examines the detail of the findings in the conclusion.

Chapter 4 describes the findings of the mode of advertisement and persuasion techniques HSN Channel of United States that consist of; the episode *Shawl-Collar Faux Fur Mink Long Glam Coat* and the episode *Blender 650 Blender Bundle w/ Twister Jar 8 Years Warranty*. The last section divides into three parts of modes that is, visual, verbal, and music.

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this session explains the finding of the mode of advertisement on the HSN Home shopping into some parts. In the visual mode of advertisement, the analysis applies the theory from Kress and van Leeuwen (2006) about the interpersonal and textual components, while the analysis of verbal mode applies the theory from Halliday (2014) about experimental components.

The result shows that 176 scenes are indicated as the visual mode, and 198 utterances are indicated as the verbal mode of advertisement in the Slinky episode on HSN home shopping. Then 133 data scenes are indicated as the visual mode, and 149 utterances are indicated as the verbal mode of advertisement in Blendtec Episode. Both advertisements have similar characteristics of visual appearance, verbal, and music. However, some of them also have differences that relate to the type of advertised product.

4.1.1.1 Visual Mode of Advertisement

This mode emphasizes visual elements that consist of pictures and texts in every scene of advertisement in the HSN channel. The visual elements are analyzed regarding the interpersonal and textual components of multimodality by Kress and van Leeuwen (2006).

4.1.1.1.1 Interpersonal Component

The interpersonal component describes the relationship between the depicted parties and between depicted participants and the viewer based on distance, perspective, angle, and gazes (Sorensen, 2011, p. 29). This component is used to establish social interactions between advertisers, viewers, and products.



Figure 4.4: Demand in Blendtec

In essence, the result of both advertisements shows that the relation of characteristics in the interaction between participants is not much different. Both of them, instead of use offer interaction than demand interaction. It means that the information of the product takes precedence in HSN home shopping advertisements. Besides, the frequent use of direct gaze indicates that the contact interaction between advertisers and viewers steadily can convince the explained information of the product.

2) Social Distance

Social distance is the participant interaction that refers to the size of the frame. It is the shooting techniques that consist of; close up shot (intimate), medium shot (personal), long shot (social), and extreme long shot (impersonal).

The finding of social distance is much different from the contact interaction in HSN home shopping advertisements. In Slinky advertisement, personal distance is the most appeared with 48%, while social distance is only 5% as the least applied by advertisers. It is different from Blendtec advertisements; social interaction is the most applied with 36%, while impersonal interaction becomes the least used with 6%. It depends on the type of advertised product and the size of the frame on each scene.

**STYLISHED
FRENZY**

810-295

Sloppy Brand

Shave. Color.

Fake Fur. Make

Long Slaw Cool

Retail Value:
\$50.00

Retail Price:
\$47.94

Shipping Price
\$47.94

Shipping = \$6.34
Mail = \$1.00

HED.COM

800-284-1100

LIVE

H&N



Pick
633 744
Sundays
Designer 660
Hawker Founder
with Twitter Ju
Jenny Hally
10:00 AM
10:00 AM

Totally a Special
\$299.95
A Family SAV 94
FREE SHIP

HSN.COM
800-294-3100

LIVE

HSN

Figure 4.6: Impersonal in Blendtec

Figure 4.10. The scene in Figure 4.9 shows the coat of Slinky product without the appearance of the advertiser. It also happens in Blendtec, where personal interaction is more emphasized on the product than the advertisers, as in Figure 4.10.



Figure 4.9: Personal in Slinky



Figure 4.10: Personal in Blendtec

The last interaction is the intimate distance that also applies in both advertisements. However, this interaction appears more often in the Blendtec advertisement than Slinky, for example, in Figure 4.11. In that picture, the demonstration of the blender product of Blendtec takes in a close-up shot. Besides, this interaction also appears when the advertiser explained the functions of the product buttons, as in Figure 4.12.



Figure 4.11: Intimate in Blendtec



Figure 4.12: Close up Shot in Blendtec

Meanwhile, intimate interaction is rarely used in the Slinky ad. The reason is that the coat is better shown with the model than the product itself. However, the interaction is still used when the advertiser appears the quality of the coating

Both advertisements are more used the point of view of involvement angle, which is Slinky with 90% and Blendtec 79%. It shows that the use of the frontal angle dominates home shopping advertisements on the HSN channel.



Figure 4.14: Involvement in Slinky

The frontal angle commonly takes in any kind of video. It facilitates the viewer to observe the displayed object. The involvement angle is suitable for advertisement because the front view of a product becomes the consumer appeal. The example of that angle appears in Figure 4.14, which shows the front view of the advertiser and the product. However, in Figure 4.15, the involvement angle is applied differently through the capture object inside the blender. It means that the point of view of involvement does not always refer to the frontal of the displayed object. Although the advertisements are more used involvement perspective, they should apply the detachment perspective too. It is to help the broad perspective for the viewers. Hence they are not only focused on the front view of the product but also on the side view, as apparent in Figure 4.16 and Figure 4.17.



Figure 4.16: Detachment in Slinky



Figure 4.17: Detachment in Blendtec



Figure 4.18: Power Viewer in Blendtec

Besides, the power viewer perspective makes the viewer as the subject through a high angle in the video shoot, as shown in Figure 4.18. The angle of the picture is taken from above; thus, the viewer can see the product demonstration. However, not all advertisements on the HSN channel use that point of view. The power viewer perspective is suitable for advertising daily necessities products, such as kitchen appliances in the Blendtec episode.

Furthermore, there is also represented participant power angle that takes a low angle so the advertiser can control the viewer in the video. However, the represented participant power does not apply in both HSN home shopping advertisements. It is possible because the advertisers do not want to make a complex point of view for advertisement.

4) Modality Markers and Color



LIVE

Colors Available



Loden

618-395 Slinky® Brand Shawl Collar Faux Fur Mink Long Garm Coat HEM COME	Portia Value 1,900.00 HSN Price 728.95	Clearance Price \$47.94 5 FlexPay \$9.59 \$94.95
--	--	---

800-284-3100
5 FLEXPAY ON EVERYTHING®


The first is the reflection of visualization with full-color saturation in Slinky and Blendtec advertisements. Thus the primary colors appear brighter in advertisements. The second is the color differentiation maximally diversified that consists of; red, pink, brown, blue, navy, purple, green, turquoise, grey, black, white, and others. The third is the color modulation that provides fully modulated colors, as apparent in Figure 4.19. Every model represents the different colors of coat products, such as the first model (left) modulates the red color into red hair,

burgundy coat, and velvet tunic. The second model (middle) represents the modulation of brown color into brown hair, espresso coat, and brown boots. The last model (right) represents a black outfit with modulating her black hair, her coat, and her heels.

The fourth is the contextualization of video through a detailed background like in the Blendtec ad. The Blendtec advertisement sets a kitchen as the background of the blender product. It shows that the advertiser tries to relate the product with the circumstances. The fifth is the representation of both advertisings that have a maximum representation of the detail of the image. It can occur because the modern camera can capture real objects. The sixth is the object focus of the background that has depth perspective maximally. Although the detail of the background is obvious, the advertisers and product are most prominent in the scene. Every scene has a high brightness level that brings up an image visualization to attract the viewer.

Apart from the modality markers mentioned before, the color selection of the advertisement is also essential. It aims to create a harmonious balance between various factors that contribute to the product for customers, such as the theme of visual arts, graphics, and advertising (Talaie, 2013, p. 28). The advertisements on HSN channel home shopping frequently choose dull colors for the background settings, like in Figure 4.20 and 4.21. According to those pictures, the color selection of background refers to the use of white and nude colors like light brown. The chosen of dull colors as the background is to focus the viewer on the

Some components also indicate the differences between both Slinky and Blendtec advertisements. One of them is the social distance that personal interaction becomes the most dominated in a Slinky advertisement, while social interaction becomes the least applied. On the contrary, social interaction in Blendtec advertising is the most dominant, while impersonal is the least used. Furthermore, the difference of color selections between the two advertisements depends on the product and the type of displayed advertisements to attract consumers. Even though Slinky and Blendtec advertisements are from the same advertising channel, they do not indicate similar visual characteristics.

4.1.1.1.2 Textual Component

Textual Component is a visual mode that is related to the distance of different composition arrangements (Kress & Leeuwen, 2006, p. 175). According to Kress and van Leeuwen (2006, p. 177), the textual component consists of information value, salience, and framing. Information value is related to the placement of elements in the image. Salience concerns the attractive image elements that are related to different degrees, such as background and foreground and color tone differences. The framing is related to the presence or absence of the borderline between parts or not parts of the picture.

1) Information Value

Information values connect the participants in the picture that provide specific information about the viewed object from centered and polarized compositions. The centered composition is the central element that places in the middle. There are several types of centered compositions, first is a circular

Figure 4.22: Circular Left in Slinky



Figure 4.24: Triptych in Slinky



Figure 4.25: Triptych in Blendtec

The other centered of information value in the HSN channel is triptych composition. It is non-central elements in the centered composition that are placed either to the right and left or above and below the center (Sorensen, 2011, p. 29).

The information of products appears on the bottom part of the video, which differs from Figure 4.24. So not all the information values are applied in HSN advertisements. The findings show that the composition of the centered-circular left dominates the advertisements. The composition is emphasized to make the advertising easy to understand. It is because home shopping is a type of one-time aired advertisement that requires a clear and precise image composition to attract consumers.

The salience component concerns the different levels of elements, such as the differences of the background and foreground, the size of the elements displayed, differences in color contrast, and differences in image sharpness. The salience component appears when advertisers show the products. It distinguishes between the image sharpness in the product and the background. Besides, the color contrast is also used in HSN home shopping advertisements. It is related to the choice of product colors that contrast with the background.



Figure 4.27: Saliency in Blendtec

In essence, the salience component is to focus the viewer on the displayed object. It is used to interest the viewer in the product rather than the background. Besides, it differentiates between the image and the text information on the video. The degree of the applied elements makes color differences between the background and the foreground. Furthermore, it is related to the different sizes of the displayed text, which depend on the appearance of the information type.

The presence or absence of a frame is realized by the elements that create lines that are not related or related to the picture, giving a sign that they are part or not part of an image (Kress & Leeuwen, 2006, p. 177). The finding of framing

shows that the presence of a frame is in the form of a boundary line between the video image area and the product information text in the HSN advertisements. It can be seen in Figure 4.28, where the column information on the left and top compositions become the boundaries of the part or not part of the image video.



Figure 4.28 The Presence of Framing

Therefore the viewer can focus on the picture of the advertised product and the text of product description. Besides, the absence of the frames also appears in the opening part of the video, as apparent in Figure 4.29. It occurs when the advertiser wants to show the product without any restrictions in the video.

In short, the finding of framing components in both Slinky and Blendtec episode of HSN home shopping advertisements are formed by the lines on the text. The presence of framing differentiates between texts and images. Even so, there is an image that is not limited by lines like in Figure 4.29. It is found in the early scenes of the opening ad. Advertisers may not present framing in the opening advertisements to bring up the product without any restrictions.

In essence, the textual component that consists of information value, salience, and framing, actually creates a specific characteristic in advertisements on HSN home shopping. The finding shows that the centered and circular left compositions are used in HSN home shopping advertisements. Then the salience

composition indicates that the advertised product becomes the primary focus for advertisers. The product price is also highlighted in every advertisement on the HSN channel. The finding of framing shows the presence of frame lines that distinguish the text and image portions of the advertisement.

So the results show that the visual characteristic of each advertising in HSN home shopping channel is not much different. It depends on the kind of characteristics that are analyzed. It is visually related to the placement component of the image, and both advertisements have a similarity. If it is related to the perspective and contact interaction, both advertisements are focused on product demonstrations rather than the interaction of participants. The results are different when it is related to the shooting angle of the camera because it depends on the type of product advertised. Thus shows that the finding of similarity in both advertisements is the main characteristic of the concept of HSN home shopping in the United States.

4.1.1.2 Verbal Mode of Advertisement

Verbal mode emphasizes the elements of speech from advertisers. It is applied to connect the actions, expressions, and feelings of the participants with their utterances that are involved in home shopping advertisements. So the explanation of verbal mode is related to the experimental component. It explains the understanding experience: what happened, who is doing, where, when, why, and how the logic relationship between one to other (Sinaga, 2016, p. 12).

According to those verbs, it shows that the material process does not cover all of the verbs. It needs to accompany with real physical activity. Advertisers always say their utterances while doing or happening something that represents with the auxiliary verb 'be' and present participle. So the advertisers of Slinky and Blendtec apply the material process while demonstrating their products.

According to Halliday and Mathiessen (2004, p. 197), the mental process concerns with the world of human consciousness. This process is concerned with cognition, perception, emotion, and interpretation. The participants of this process are senser and phenomenon. Senser transfers the feeling, thinking, desiring, and sensing to the recipient participant. The phenomenon can be a form of things, acts, and facts related to human consciousness.

[illegible]

appears when the advertiser wants to convey the information of the product, for example, in this utterance bellow.

Datum 3

<u>Oh my gosh</u>	<u>you</u>	<u>know</u>	<u>first of all</u>	<u>it sounds like a jet engine</u>
circumstances	Senser	Mental	Circ.	phenomenon

The sensor participant is the Blendtec host, but she chooses pronoun 'you' to represent her perception goal for the audience. The phenomenon of this process is the fact on the product usage. The word 'know' indicates the process of conveying thoughts about the product after it demonstrated. It relates to the perception that is represented by the word 'sounds like.' It can interpret the sound of the blender when it works. Besides, the mental process also emphasizes emotion, as apparent in this text.

Datum 4

<u>I</u>	<u>Love</u>	<u>It</u>
Senser	Mental	phenomenon

On that utterance, the host represents 'I' is the sender participant who expresses her feelings. The phenomenon of the process is the advertised product that is represented by the pronoun 'it.' The mental process is represented by the word 'love,' which interprets the expression of the feeling from the sender participant. This expression is frequently used in both episodes of Slinky and Blendtec advertisements.

The other words such as *look, feel, believe, want, see, imagine, think, show, hear, like, taste, hope, wonder, and care* also indicate the mental process. These choices of words show that participants mostly use the mental process to express

their feelings, thoughts, and desires for the phenomenon participant. So the mental process is necessary for home shopping advertising. It is because the consumers also need to ensure the advertisers in assessing their product.

3) Verbal Process

Another experimental component is the verbal process. This process relates to statement information. Sayer participant usually uses a verbal process with the verbs, such as *say*, *tell*, or *talk*, then it is followed by the conveyed information that is called verbiage function. In HSN home shopping advertisements, especially on the Slinky and Blendtec episodes, the verbal process is rarely used. The finding of the verbal process in Blendtec is 11%, while Slinky is only 3% utterances.

Datum 5

so many customers on hsn.com that have written to us
Sayer

<u>and said</u>	<u>"You know what I bought one, and I came back and bought two more."</u>
process	Verbiage

In that utterance, the speaker is the costumers. The verbal process is shown by the word '*said*,' which connects the speaker's statement with the consumer statement. The statement contains customer satisfaction after using the product from the Slinky brand. Moreover, the verbal process is the least used in Blendtec advertising. The finding shows that the advertiser is often applied the word '*tell*' to deliver content related to the product like in the example below.

Datum 6

okay let me just tell you what 's happening in this incredible Blendtec
Sayer Process verbiage

In short, the verbal process is not widely dominant in HSN home shopping advertisements, especially in Blendtec, that becomes the least used. Nevertheless, it has a crucial role in attracting consumers in advertising. It can be shown in the use of the verbal process in the opening of Blendtec advertisements that fascinate the curiosity of the viewer. This process also reinforces the evidence of the advertiser statements about product excellence through customer satisfaction.

The behavioral process is physiological of human behavior (Halliday, 2004, p. 248). This process has no typical characteristics like the other processes. Sometimes it can refer to the other processes, such as a material process or mental process. The participant in the behavioral process is called behavior. According to Halliday (2014), behavior refers to conscious beings like sensor participants in the mental process. The behavioral process grammatically tends to 'doing.' The finding of the behavioral process in Slinky and Blendtec advertisements only shows 5% of the utterances. These are a few examples of the utterances of the behavioral process.

<u>look at</u>	<u>Donna</u>	<u>in that gorgeous expresso</u>
Process	Behavior	Circumstances

The other example is from the host of the Blendtec advertisement. She attracts consumers by suggesting the consumer.

<u>instead of spending 600 and 700 dollars,</u>	<u>you</u>	<u>are spending</u>	<u>299.95</u>
Circumstances	Behavior	Process	goal

In short, the behavioral process in both advertisements on HSN home shopping approaches the psychological consciousness process of humans. It is indicated by several verbs, such as '*look*' and '*think*,' which represent the mental process. Besides, the verbal process is also found in behavioral processes like the word '*tell*.' So the behavioral process in HSN home shopping advertisements do

the choice of size on the product represents an existing entity. Furthermore, the other word such as *this*, *these*, *out there*, *here*, and *happen* is also applied in both advertisements. However, the word '*there*' and '*available*' are the most widely used in both advertisements.

So the finding of the existential process in HSN home shopping advertisements leads to the preparation of explanatory information for the existing entity. Mostly, the advertisers apply the word '*there*' that is followed by auxiliary '*be*' to indicate the presence of entities. The presence of the entity also directly shows through the use of the word '*available*.' It shows that advertisers want to provide precise product information to their consumers.

6) Identifying Process

The relational process connects one entity with other entities. It aims to characterize and to identify. This process consists of the auxiliary verb 'be' between two participants. Three types of relational processes are intensive (x is a), possessive (x has a), and circumstantial (x is at a). These types are found in 'modes of being' that are identifying and attributive.

Identifying process means that one entity is used to identify other entities; 'x is identified by a' or 'a serves to define the identity of x' (Halliday, 2004, p. 227). So participants in the identifying process can be reversible. The participant who identifies is called token, while the recipient of the identifying process is called value. The process can be in the form of an equative clause. The value participant can be definite, proper noun, and article (specific determiner).

The use of this process in the Slinky episode is 13%, while in the Blendtec episode is only 7%. The choice of words that represent the use of process also vary, for example, as in the following utterances.

Datum 11

The indigo Is the most limited by the way
Form process Value Circumstances

This utterance is the example of intensive identifying which uses the auxiliary verb 'be' as the process. It connects '*the indigo*,' which is a color variation of the coat from Slinky, with the advertiser statement '*the most limited*.' The auxiliary verb *to be* 'is' is the link of identity between the two participants. Moreover, this utterance can be reversible like; '*The most limited is the indigo, by the way.*' It shows that this statement uses the identifying process.

Datum 12

and Kasie Savage our brand expand of ambassador is here with us today
Token process Value

The identifying process is also found in the circumstantial type as the participant. In data 12, '*brand expand of ambassador*' represents the participant token. The auxiliary verb '*is*' connects Kassie, the product expert, with the place element '*here*' that represents a valuable participant.

In essence, the use of identifying process in both advertisements leads to the intensive and circumstantial types. It is indicated by the implementation of the auxiliary verb '*be*' as the connection between token and value participants. Besides, the use of circumstances as the process or participants are also found in some advertiser utterances. The reason for circumstance as the process is to show

the resembled identities of participants with the others. Meanwhile, the use of circumstance as the participant refers to time elements. This process can make the advertiser look like they know all of the information about the advertised product.

7) Attributive Process

In this process, an entity has several classes that considered to ascribed or attributed to other entities (Halliday, 2004, p. 219). This process is one of the types of relational processes that has participants consists of carrier and attribute. Both participants are not reversible, which is different from the identifying process. Besides, the attribute participant is not a proper noun, and it can be indefinite of an adjective, noun and article, comparative and comparative class, and adverbial degree. The verb group that represents the attributive process can be ascriptive classes.

In HSN home shopping advertisements, the attributive process is the most applied, which is 73% in Slinky and 68% in Blendtec. The auxiliary verb is found in several utterances that are similar to identifying proses, as in the example of the Slinky advertisement.

Datum 13

<u>and it</u>	<u>Is</u>	<u>a chic, elegant, sophisticated look</u>
Carrier	Process	Attribute

So the use of music in HSN home shopping advertisements is not prioritized, but they are still able to attract viewers. The advertiser refers to the explanation of product demonstrations and also expresses the impression of product usage. It is because of home shopping as the broadcasting-based advertising that prioritizes product sales rather than aesthetic advertising.

ation of product demonstrations and also experience product usage. It is because of home shopping as the advertising that prioritizes product sales rather than advertisement.

In brief, the modes of advertisement in the HSN

Datum 15**The host:**

01:54 - 01:55

she's going to work? no problem (39)

01:56 - 01:59

it's just lightweight and easy, it's not heavy, it's not bulky (40)

This statement indicates one of the evidence of the superiority of Slinky products. Based on those arguments, Slinky products can be worn while working that represents the statement '*she is going to work? No problem*'. The reason in the next statement shows the rationalization strategy, which is '*it's just lightweight and easy it's not heavy, it's not bulky.*' The statement is also visually supported (see Figure 4.31) that indicates the demand (direct gaze to viewers) interaction of the model demonstration to show product excellence. Besides, the use of impersonal distance shows the object focus that the models are more salient than the background setting. Then the selection of the frontal viewpoint also eases the audience to observe the product that the model is worn does not look heavy and not bulky. It suits the needs of the consumer, the worker, which is uncomfortable while wearing a heavy and thick coat for working. This argument is repeatedly stated in the Slinky advertisement that shows the focus of product superiority.

Meanwhile, in the Blendtec advertisement, 14% of the utterances indicate the rationalization strategy. One of the examples of rationalization in Blendtec is like these scenes and utterances by Kassie, the product expert of Blendtec.

(intimate) also emphasizes product quality. It is the reason why identification is rarely used because the advertiser directly mentions their consumers. However, the detailed explanation also needed to match the specific desire of consumers, as in the following example.

Datum 18

The host:

07:09 - 07:17

So whatever your size whether you're a petite or a tall, gal or you're you know a regular height, an average height (133)

07:18 – 07:20

This works for everybody so (134)

The statement explains the type of consumers that appropriate for the advertised product. Advertiser conveys the size of the Slinky consumer through the statement of *'whatever your size,'* then it is proceeded by the mention of various types of women sizes, like *'a petite or a tall girl, a regular height or average height.'* Moreover, it is concluded in the last statement by the coat from Slinky is *'works for everybody.'* So the explanation of advertisers is adjusted to the desires of the consumer. It is also applied in Blendtec advertisements that explain the type of their consumers as in the following example.

Datum 19

Kassie:

05:39 - 05:46

Fast forward, to countries all around the world and restaurants around the world, smoothie shops, coffee shops, chefs are using Blendtec blenders. (83)

In that utterance, Kassie, the product expert, explains the various consumers who use blender products from Blendtec. She states that Blendtec blender spread ‘*around the world*,’ indicating that the product is suitable for the needs of consumers everywhere. The statement is completed by the explanation of the type

of consumers who use the product, which consists of *'the restaurants around the world, smoothie shops, coffee shops, and chefs.'* It shows that advertisers want to convince consumers that their advertised product is the most favorite blender users around the world.

In short, the identification technique on HSN home shopping is rarely applied because most advertisers refer to the detailed explanation of the type of consumer. Moreover, home shopping is preferred for product demonstrations than rambling explanations about targeted consumers. It reveals the types of product users based on their needs and desires. The use of identification statements are usually diverse and interconnected so the consumers can know for whom the product is made.

4.1.2.3 Suggestion Technique

The suggestion is an interesting and convincing technique through words, gestures, and sounds to persuade the argument from the speaker (Keraf, 2004, p. 126). The characteristic of suggestion lead to the use of beautiful words, gestures, or language intonation. The implementation of this technique in advertising can be in the form of the product promotion process with a loud voice that gets the attention of the consumer (Nasruddin, 2016, p. 20). However, this implementation is not sufficient for home shopping advertising that uses casual conversation and refers to the demonstration of the product.

The finding of suggestion techniques on HSN has a distinction in the implementation. On Blendtec, which is 16% more applied than Slinky, which is only 5% of the entire conversation on advertising. This technique is rarely used in

Datum 22**The host:**

08:42 – 08:44

I'm, I'm about five-six on here, and I love (156)

08:44 – 08:47

I was really feeling this winter white; I was like Jackie is open through (157)

08:48 - 08:54

Wait, huh I want to see what it looks like so I have the winter white on right now, Jackie has the slate (158)

08:55 – 08:58

We also have it in the black that we saw on victoria that's the black (159)

In these utterances, the advertiser states her feeling when wearing one of the products. It is indicated by the word 'love' which represents the mental process as the expression of her feeling. She is comfortable to wear a 'winter white' coat while the other advertisers wear coats with colors that conform with them, such as Jackie (the owner) has the slate and victoria (the model) is the black. The host likes the coated product while pointing to herself and Jackie, then showing the black coat that Victoria wears (see Figure 4.36). It shows that there is an offer interaction to showing the product information, which is represented by the advertiser's opinion. Many utterances like these examples are found in Slinky advertisements. Besides, it is also supported by several models wearing the advertised coat, which makes conformity the most dominated method in Slinky advertisements.

Meanwhile, in Blendtec advertising, conformity techniques refer to the feelings of the advertiser when she is using the product. It is stated in their opinion to indicate that advertised products conform with consumer desire, as in the following example.

Datum 23

The host:

04:57 – 05:06

okay one thing I love about Blendtec blenders, in general, is the fact that you don't need to babysit your Blendtec blenders (74)

This statement explains the feeling of the advertiser about the Blendtec products that are represented by her opinions. It is indicated by the word 'love,' which represents the mental process. She likes Blendtec blender because it automatically works that do not need to wait. It is also supported by product demonstrations. It is undoubtedly a dream for busy people that will make them agree with that statement. The approaches of conformity statements are essential because advertisers place themselves in the same conditions as consumers.

Some advertisements on HSN home shopping might not apply conformity as the most dominant consumer approach. However, through the example arguments above, it shows that conformity techniques in HSN refer to advertiser feelings that are relevant to consumers. It is also reinforced by the use of the word 'love' as the mental process that shows the advertiser feeling expression of the product advertised. So through a conformity strategy, the advertiser can convince the consumer with the comprehension of their conditions and needs.

4.1.2.5 Compensation Technique

Compensation is the act or the result of an attempt to find the replacement for something that is no longer acceptable (Hasanah, 2019, p. 16). The effort arises from the disappointment of the previous situation. Advertisers will use new situations to solve the problem that can influence customers. The arrogant argument is the compensation method that drops the previous statement. In HSN

length size, the layers, and the addition of pockets that did not exist in the previous edition (see Figure 4.39). The shooting distance also moves from medium to close up that focuses on the quality of the product. It interprets that she wants to cover up the fact that the last coat is not as good as the newest. So she reveals the good things on the immediate product instead of mentioning the deficiencies in their previous products.



Figure 4.40: Gesture of Imitating The Other Brand

Datum 27

Kassie:

01:40 - 01:47

And you know what when we compare blenders it's all about power isn't it? (18)

01:46 - 01:50

When you go out and you do that comparison shopping to that other blender that we know about in the one like the B (19)

01:51 - 01:55

Let me just tell you to put this in perspective for you in this presentation (20)

01:56 - 02:06

The Blendtec has more power, it has a better performance, it can do so much more and instead of spending 600 and 700 dollars you are spending 299.95 (21)

Datum 27 compares blender products from Blendtec with other products from the other home shopping channel *'like (initials) the B'* while making a gesture of the brand (see Figure 4.40). The advertiser states the comparison of Blendtec products and the other through the strength, the performance, and

multifunction. Besides, she also compares the prices between Blendtec and other brands through lucrative offers of her brand. However, the advertiser only compares on one side, which refers to the advantages of their products than the others. It is reasonable in persuasion to make people believe that the advertised product will not harm the buyer.

So the projection argument on HSN home shopping advertisements shows the comparison between the advertised products and the others that are more profitable to the advertised product. It does not merely compare the products from one brand with another, but also with predecessor products from the same manufacturer. The arguments represent product advantages as if they cover all the lack of products to minimize the prejudice from consumers. Both advertisements on HSN home shopping do not widely apply the projection technique, but it is enough to persuade consumers.

4.1.2.7 Displacement Technique

Displacement is a method to transfer intention or something that faces obstacles in another way (Keraf, 2004, p. 130). The modification aims to take the emotions of consumers, sadness, or happiness and keep them from new objects. In other words, this technique persuades people through their emotions to focus on existing objects. In HSN home shopping advertisements, the displacement technique dominates the speech of persuasion. In Slinky, 19% of the utterances indicate displacement, while Blendtec is 22% that makes the most widely used. The statement is often related to the explanation of the additional benefits that the buyer receives.



Figure 4.41: Visual Appearance of Datum 28

Datum 28

Jackie:

04:41 - 04:43

You can dress it up or down, it can be casual with jeans (93)

04:43 - 04:49

You can wear it like you're wearing it over a dress and it's a chic elegant sophisticated look (94)

04:50 - 04:57

You could wear it over anything in your wardrobe, it looks so real (95)

04:58 - 05:12

The color whether you're getting the winter white, that beautiful slate, the black, the espresso brown, the indigo or the loden, these are such rich beautiful colors (96)

The implementation of the displacement technique on Slinky shows product advantages. In the utterances above, the advertiser mentions two product benefits. The first is the application of coats on all types of fashion clothes. The advertiser mentions their coat can be worn in any situation, as shown by the first model is formal in dress, the second model is casual with jeans, and the last model is in an elegant fashion style (see Figure 4.41). The second is the choice of various colors on the coat. The advertiser mentions many beautiful colors such as ‘*winter white*’ (white), ‘*slate*’ (grey), ‘*black*,’ ‘*espresso brown*,’ ‘*indigo*’ (navy blue) and ‘*loden*’ (green). These color variations are also shown visually through the image on the left of the model (see Figure 4.41). She wants to convince consumers that the Slinky brand is serious about making products in accordance with consumer

desire. So Slinky creates coats that are suitable for all situations and have a variety of color choices.

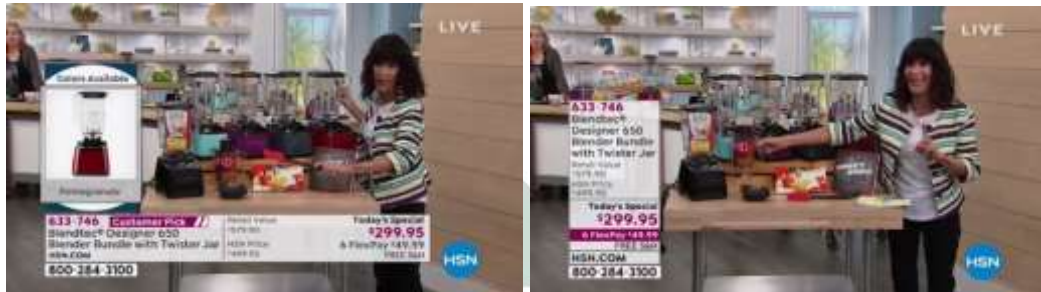


Figure 4.42: Pointing The Additional Items

Datum 29

The host:

08:28 - 08:30

With the shipping it for free and by the way you even get a recipe book (123)

08:31 - 08:34

We have another recipe book, we encourage you to pick up, you get the spatula (124)

08:35 – 08:38

This, by the way, is the twister jar, this is 129.95 on its own (125)

In Blendtec advertisements, the advertiser shows the advantages of the product purchase. The host states that if the costumers are buying the Blendtec products from HSN home shopping, they will get additional items such as recipe book, spatula, and twister jar while pointing at the mentioned items (see Figure 4.42). In figure 4.41, the advertiser uses two different interaction contacts; the offer act then turns to demand action. It can be indicated that she shows product information in the form of additional items. Then it is changed to show the concept of additional items as one of the advantages of in-home shopping advertising on HSN. The offering of additional items is commonly applied in Home shopping advertising. It becomes the home shopping characteristic that does not present in other types of advertisements in attracting many consumers.

Briefly, many utterances in HSN home shopping advertisements are indicated displacement techniques but have differences in the implementation. In a Slinky, the product benefits are delivered to the material, usage, and color choices. In contrast, the product advantages represent in the form of the offering of additional items in the Blendtec. It shows that the involvement of the displacement method does not merely state the advantages of physical products such as Slinky but also financial benefits that are obtained by consumers.

In essence, the persuasion method that is applied in HSN home shopping advertisements have some differences. The concept of the advertised product influences the implementation of persuasion techniques. However, several methods are widely employed by all advertisements on HSN home shopping, like displacement techniques. This technique is commonly used because it refers to the statements about product benefits. On the contrary, the identification method is rarely applied. The reason is that home shopping has to be easy to understand, so advertisers directly mention the type of consumer. Although there is a distinction in both advertisements, all persuasion techniques are applied in HSN home shopping. It shows that the use of all persuasion techniques is needed to convince consumers in the type of advertisements like home shopping.

The findings of the mode of advertisement and the persuasion language in Slinky and Blendtec indicate the particular characteristics of advertisers on the HSN channel. It is characterized by the visual appearance of both advertisements that emphasize contact interaction, perspective, and image composition, while both verbally emphasize the statements of product appearance and advertiser's

advertising on the HSN channel is more concerned with the viewer's perception of the product than the guarantee of customer satisfaction with the advertised product.

Discussions

The findings of this study can show the use of the mode of advertisement persuasion techniques in the Slinky and Blendtec advertisements on the HSN channel. Based on the finding of the mode of advertisement, only visual modes are correlated. It is because visually emphasizes the product image, perspective, and contact interaction that verbally supports the appearance and the advertiser's feelings. Indeed, music and sound effects are used in Slinky, but it does not affect the process of advertisement.

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The relationship between advertising modes and persuasion style in the HSN home shopping is the influence of visual and verbal interactions in the use of persuasion techniques. In visual mode, advertising on HSN shows the contact interaction 'offer' which supports the rationalization technique that explains the details of product benefits. In addition, the most applied distance; personal and social, also support persuasion techniques such as compensation, projection and displacement that showing product profit.

The finding of the mode of advertisements in this study differs from some previous studies. One of them was the research from Aziza (2019) that analyzed advertising and found the correlation between visual, verbal, and voice modes. She explained that music, text, and images have a relationship that made videos more engaging, innovative, and compatible. It is contrary to the findings of this current research that with or without music and sound modes do not affect the

video. Besides, the advertising that refers to visual and verb modes can make consumers focuses on the explanations of advertisers.

However, the findings of this current study have similarities with Saraswaty's (2019) research, who also found several advertisements with speech and images without writing. It shows that not all modes in the advertisement must always be applied to create impressive videos. In this case, advertisement like home shopping emphasizes the product demonstration rather than the aesthetic videos with a back sound that interferes advertiser's explanation. The application of modes in advertising must be focused on the objectives of the advertiser and product concepts. So the advertisement does not intend to attractive and compatible videos, but it also attaches importance to being informative and easy for consumers to understand.

Furthermore, the findings of the persuasion language in this study show differentiate from the results of several previous studies, as in the study of Hasanah (2019). She found the identification methods that dominated in advertising. In contrast, in this current study, the identification technique is rarely applied because of the characteristic of home shopping that must be obvious in targeting consumers. Thus it can be happened because of the different kinds of advertisements or advertised products that affect the use of persuasion language.

However, there are previous studies that agree with this current research, like Nasruddin (2016). His findings showed a projection technique that dominated the language of persuasion because advertisers showed more product benefits than others. Additionally, in his analysis, the identification technique was not found

because advertisers explained targeted consumers in the previous advertisement series. Based on those findings, the advertisement in Nasruddin's research and the HSN advertisements channel in this research indicate the similarity of the persuasion processes. So, it shows that the persuasion process occurs solely from the concept of each advertiser in persuading consumers, and it does not depend on the advertised product, the type of advertising, or the other factors.

According to this research, it can be seen that any concept or product type does not affect the advertisers to persuade the viewer through various ways such as visual, verbal, thought, or feelings. Advertisers sometimes manipulate the facts by exaggerating the advertised product or demeaning the other products, as in the home shopping advertisements in the HSN channel. They emphasize product excellence, compare their product with others, and provide less realistic opinions, so the first impression persuades the customers. However, the first impression does not affect satisfaction after buying the product. It cannot be said as deceptive advertising, but it would be nice if the advertiser can give a responsible statement or description.

As Muslims, we are taught to be careful in marching and acting by Rasulullah Sallallahu 'Alayhi Wasallam. In the *hadith* of Bukhari and Muslim narratives about *'a Muslim is someone who other Muslims survived from verbal interference and his hands.'* This *hadith* is general for everyone; it discusses the possibility of oral and written expressions that might have influenced what happened in the past, interfere what is happening now, and will intervene what will happen in the future. At least, following this *hadith*, advertisers can pay

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter consists of a conclusion that explains the summary of significant points in this study and suggestion that refers to improvements for further studies.

5.1 Conclusions

From the current research, it is uncovered that home shopping advertisements are focused on the verbal and visual mode, while music does not affect advertisements. It makes that the mode of advertising in-home shopping is different from other types of advertisements, which many of them are applied to all of the elements of the ad. The use of visual and verbal modes has formed particular characteristics, such as, image composition, point of view, and the involvement of the advertiser's feelings that distinguish home shopping advertisements from others.

Meanwhile, the language of persuasion in HSN advertisements refers to product superiority, product comparisons, and product adjustments, and it is marked by the dominance of displacement, projection, and conformity techniques. The use of these techniques shows that advertisers want to attract the viewer's first impression.

There is no awareness of the type of home shopping advertisements in previous research. It makes this research necessary for the development of further studies due to the growth of communication with many creative and innovative

The application of qualitative methods, similar to previous studies, caused no development from the past, in terms of the methodology. It relates to the analysis of speech and the description of the situation in the video that requires a detailed explanation to find specific characteristics in the advertisement. However, the selection of the right and different theories make this research more developed than previous studies. Furthermore, further research is suggested to analyze deeper on the mode of advertising in the home shopping of other countries because the characteristics of consumers in each country are different. Indeed, home shopping advertisements on HSN can attract many consumers with their persuasion style. It is suggested that HSN should not be only focused on first impressions but also customer satisfaction in the future.

In the future, further research can analyze the comparison of two or more different channels of home shopping like QVC and ShopHQ channels of the United States. Both channels have similar characteristics in advertising products, such as 24/7 live streaming on their website and the websites of other commercial companies. Further research can develop the study of the mode of advertising on home shopping, especially the music and sound mode, which is not affected by the findings of the HSN channel in this current study.

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