

ABSTRACT

Angela, Clara Verina. (2018). *An Analysis of the Linguistic Features and Persuasion Techniques Used in Written Advertisements by Maybelline New York*. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Sanata Dharma University.

In this modern era, companies make many advertisements of their products to communicate with the consumers. Advertisements become the popular way to persuade people in consuming the companies' products. Companies use persuasive message through the language styles to build the new consumers' belief. This research investigated the linguistic features and persuasion techniques used in Maybelline-New-York written advertisements. Maybelline New York is one of popular cosmetic brands around the world. Considering Maybelline's successful marketing, the researcher has an interest in analyzing the language styles used in the written advertisements by Maybelline New York.

This study had two research questions. They are (1) What linguistic features are used in Maybelline-New-York written advertisements? (2) What kind of persuasion techniques are used in Maybelline-New-York written advertisements to influence consumers?

In analyzing the data, the researcher used theories from Grey (2008) about linguistic features in advertising and Kleppner (1986) about persuasion techniques in advertising. The first research question was answered by categorizing each word or sentence in written advertisements based on Grey's theory (2008). The second research question was answered by identifying persuasion techniques used in each written advertisement based on Kleppner's theory (1986). The research used document analysis since this research focuses on analyzing internet-transmitted documents in the form of written advertisements. Then, the researcher analyze the data with thematic analysis to categorize data based on the pattern.

Based on the findings and discussion, the researcher found five linguistic features and two persuasion techniques which are used frequently in written advertisements by Maybelline New York. The linguistic features are hyperbole, potency, long noun phrase, present tense, and incomplete sentence. The persuasion techniques are pioneering stage and competitive stage.

Keywords: *language styles, linguistic features, Maybelline New York, persuasion techniques, written advertisements.*

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Di era modern ini, perusahaan membuat banyak iklan produk untuk berkomunikasi dengan konsumen. Iklan menjadi salah satu cara yang populer untuk membujuk orang dalam mengonsumsi produk perusahaan. Perusahaan menggunakan pesan persuasif melalui gaya bahasa. Penelitian ini menyelidiki fitur linguistik dan teknik persuasi yang digunakan dalam iklan tertulis Maybelline-New-York. Dengan mempertimbangkan pemasaran Maybelline yang sukses, peneliti memiliki minat dalam menganalisis gaya bahasa yang digunakan dalam iklan tertulis oleh Maybelline New York.

Penelitian ini memiliki dua rumusan masalah. Rumusan masalah tersebut adalah (1) Apa sajakah ciri linguistik yang digunakan dalam iklan tertulis Maybelline-New-York? (2) Jenis teknik persuasi apa yang digunakan iklan Maybelline-New-York untuk mempengaruhi konsumen?

Dalam menganalisis data, peneliti menggunakan teori dari Grey (2008) tentang *linguistic features in advertising* dan Kleppner (1986) tentang *persuasion techniques in advertising*. Rumusan masalah yang pertama dijawab dengan mengkategorikan setiap kata atau kalimat dalam iklan tertulis berdasarkan teori Grey (2008). Rumusan masalah yang kedua dijawab dengan mengidentifikasi teknik persuasi yang digunakan dalam setiap iklan tertulis berdasarkan teori Kleppner (1986). Penelitian ini menggunakan analisis dokumen karena penelitian ini berfokus pada analisis dokumen internet yang ditransmisikan dalam bentuk iklan tertulis. Kemudian, peneliti menganalisis data dengan analisis tematik untuk mengkategorikan data berdasarkan pola.

Berdasarkan hasil penemuan dan diskusi, peneliti menemukan lima fitur linguistik dan dua teknik persuasi yang sering digunakan dalam iklan tertulis oleh Maybelline New York. Fitur linguistiknya adalah *hyperbole, potency, long noun phrase, present tense, and incomplete sentence*. Teknik persuasi adalah *pioneering stage and competitive stage*.

Kata kunci: *language styles, linguistic features, Maybelline New York, persuasion techniques, written advertisements.*