

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In 21st-century language usage with advanced technology supports people to communicate efficiently in any aspect of human life. The language uses widely accepted applied to commerce, services, and goods. The language uses can be seen by people in the advertisement everywhere these days. Advertisement derives from the Latin verb 'advertere,' which means 'to turn towards' (Goddard,1998:6). Commonly, the advertisement is the device to persuade the audience to buy and act based on the advertisement content. Language plays a key role in conveying a message; its language can influence people and their behaviour (Johannessen et al., 2010). The ads can consist of pictures and videos to deliver a better message besides the language.

According to Goddard (1998:10), the advertisement is not entirely about the promotion of products, and it can comprise an idea to increase the image of an organization, individual, or group. Nonetheless, to deliver a concrete message of the advertisement, features such as images, sentences, and a slogan is essential. Those important parts could not be overlooked in the advertisement, they are prominently needed to exist. All features have their meaning and purpose besides the audience interpretation of an advertisement; each feature has a meaning that depends on the perspective of people who see and watch the ads. The core understanding, advertisement is persuasive communication that generates a response to achieve objectivity or marketing purposes (Gilson & Berkman, 1980).

Alongside with the features earlier, persuasion is an essential feature to make the advertisement appealing and remarkable. Persuasion is an essential feature by considering the aim of an ad is to persuade the audience: the listener or the reader. Mostly, persuasion occurs in daily life, in negotiation, offering help, and academic life such as in communication, economic field, and linguistics. Persuasion is the listener's belief on what speaker shows and explain (Aristotle,2008:6). Nevertheless, this thesis focuses on persuasion in the linguistics field due to how the persuasion is related to the language. According to Bettinghaus (1968), persuasion is a process of transmitting someone's attitude, beliefs, and behavior through a message (as cited in Schimdt, 1986:2).

People actively use the platforms to commerce services, goods, and create the advertisements. Moreover, in this era where all life aspects exposed quickly make the purpose of ads reach their goals. The ads have many options to make it well-known in public. For such realization, one popular platform accessible to everyone is called YouTube, a platform that exists with varied features enabling advertisement to reach its purpose. YouTube, like a video-based platform, is the best option to advertise services and goods.

YouTube is accessible to reach the global audience, and this feature helps the ads to achieve its purposes. Furthermore, YouTube is the platform that provides users with an online video service imaginable for free (The YouTube Team, 2006). The advertisement comprises videos, audio compilation, and sometimes pictures that attempt to produce good ads detail. The Ministry of Tourism of the Republic of Indonesia uses YouTube as the platform to advertise tourism objects. It created

videos to highlight *Wonderful Indonesia* and has a YouTube channel, *Indonesia.Travel*.

Indonesia Travel deserves the attention to be analyzed as the country has received international acknowledgment of its tourism industry. In January 2019, Indonesia won the Reisgraag Award for the best tourism destination at the Vakantiebeurs tourism exhibition in Utrecht, the Netherlands (Jakarta Post, 2019). The wonderful Indonesia video won the top Grand Prix Award at the International Tourism Film Festival (Indonesia.Travel, 2019). Alongside the videos created by the Ministry of Tourism of the Republic of Indonesia, collaborative videos with two international vloggers also received the awards (Indonesia.Travel, 2019). Therefore, the Ministry of Tourism of the Republic of Indonesia's data is compatible with data to analyze the persuasive utterance that occurs in promoting Indonesia on the videos.

Furthermore, an example of how the researcher analyzes the utterance from one of the videos in *Indonesia Travel* YouTube channel:

- (1) “ *Welcome to Likupang a place where the **ocean embrace you tweeted blueish of the water and the whispering of the white sand. Far as the eye can see.***”

The speaker in this utterance convinces the listener for coming to Likupang. In this utterance, the speaker uses the modes of persuasion. The speaker tries to make the listener envision an environment of Likupang. The speaker uses the sentences *ocean embrace you tweeted blueish of the water, the whispering of the white sand* to appeal the excited feeling of the listener. Furthermore, the speaker

uses the presentational as the persuasive strategies. It can be seen on the *whispering of the white sand*.

1.2 Identification of Problem

This thesis is an analysis of the persuasive utterance applied in the advertisement in *Indonesia.Travel* YouTube channel. In the previous studies, many scholars analyzed persuasive utterances refer to the Illocutionary Speech Act theory proposed by Searle, Sentence Type theory proposed by Frank, the Technique of Persuasive theory proposed by Keraf, and Modes of Persuasion theory proposed by Aristotle. The previous studies analyzed the persuasive utterance of the advertisements, political campaigns, and sermons. The advertisement is sounding globally in every platform; it is in written form and spoken form, which all aim to persuade the audience. In this study, the writer focuses on analyzing the persuasive utterance of the advertisements in spoken form. In investigating the persuasive utterance that occurs in the ad on YouTube videos, this research aims to make people more aware and have a better understanding of persuasive utterance and boost the usage of language persuasion in persuading other people. This research is conducted to fill the gap in analyzing the advertisement in spoken form, referring to the theories Modes of Persuasion proposed by Aristotle and Persuasive Strategies proposed by Johnstone. Based on these purposes, this study formulated as follows:

1. What are the modes of persuasion used in all *wonderful Indonesia* English version videos from 2017 to March 2020 on YouTube's *Indonesia.Travel* channel?

2. What are the persuasive strategies used in all *wonderful Indonesia* English version videos from 2017 to March 2020 on YouTube's *Indonesia.Travel* channel?

1.3 Objective of the Research

Based on the research questions above, the researcher has the following objective:

1. To identify the modes of persuasion used in all *wonderful Indonesia* English version videos from 2017 to March 2020 on YouTube's *Indonesia.Travel* channel.
2. To discover the persuasive strategies used in all *wonderful Indonesia* English version videos from 2017 to March 2020 on YouTube's *Indonesia.Travel* channel.

1.4 Scope of the Research

There are two hundred fifty-six videos on YouTube's *Indonesia.Travel* channel. This research focuses on persuasive utterance in videos entitled *wonderful Indonesia* that use full English and uploaded from 2017 to March 2020 on *Indonesia.Travel* YouTube channel. This study analyzes persuasive utterance about the Modes of Persuasion theory proposed by Aristotle (2008) and Persuasive Strategies theory proposed by Johnstone (2008). The data were divided into three modes of persuasion before the analyzing process, and this research aims to find the persuasive utterance used in the data mentioned earlier.

1.5 Methods of the Research

In this research, the writer uses observational with a non-participant method; means the writer does not involve in the conversation. The writer uses a descriptive, qualitative approach; the data analysis is the language, which does not discuss the statistic and word for the quantity. Qualitative research measures are crafted in impromptu mostly with an individual setting and the data are in the form of words, transcripts, documents, observation, and the result of an analysis excerpted by the themes or generalization of evidence and organizing data (Neuman, 1997:239). There are three steps in conducting the research: there are collecting data, analyzing data, and presenting the result of the analysis.

1.5.1 Source of Data

The source is an official site of the Ministry of Tourism of the Republic of Indonesia on YouTube channel. The Ministry of Tourism of the Republic of Indonesia promotes the tourism of Indonesia using the campaign named *wonderful Indonesia*. The persuasive utterances have a key role in persuading the audience. It makes the audience believe and act accordingly to the speaker. Thus, persuasive utterances are needed by the speaker in order to promote the tourism industry. In addition to promotion, the persuasive utterances can be engaging and attracting the audience to visit and explore one place. Therefore, this research uses the utterance in *Indonesia. Travel* YouTube channel, entitled *Wonderful Indonesia*, uploaded from 2017 to March 2020 as the data. The data uses full English, there are modes of persuasion, and the videos are downloaded and transcribed.

1.5.2 Data Collection

The data collection uses a non-participant method. It means the observer does not directly involve the observed (Miles et al., 2010:609). There are several steps applied in collecting the data. Firstly, open the YouTube website and continue by searching *Indonesia Travel* videos from 2017 to March 2020. Afterward, the writer watched all of the videos where repetitions were done to understand the contents better and collected the videos that use English with modes of persuasion. As the final stages, the videos were transcribed, and the data were classified, leading to the writer's step to take notes and mark the data of persuasive utterance.

1.5.3 Data Analysis

The content analysis method is applied by the writer to analyze the persuasive utterances. According to Bryman, content analysis is a method to analyze documents and text that pursue measure content in terms of categories that have been determined systematically (Bryman, 2012: 290). There are several steps applied in analyzing the data. Firstly, data collection divides into three categories. The writer's categories the persuasive utterances refer to modes of persuasion; pathos and logos by Aristotle (2008). Secondly, the writer examines the modes of persuasion; ethos, pathos, and logos used in the persuasive utterance refer to the Aristotle theory (2008). Thirdly, the persuasive strategies analyzed in the utterances, they are quasilogical, presentational, and analogy refer to Johnstone theory (2008). In conclusion, the writer writes the data analysis in descriptive and uses tables to present results.

1.5.4 Presentation Result of Analysis

After analyzing the data, presenting the result of analysis was conducted in two-phase. Firstly, the writer presented the analysis results descriptively by explaining and interpreting the finding of the research. Secondly, the result of the analysis was presented in the table to show the percentage of the modes of persuasion, and persuasive strategies used on the videos.

