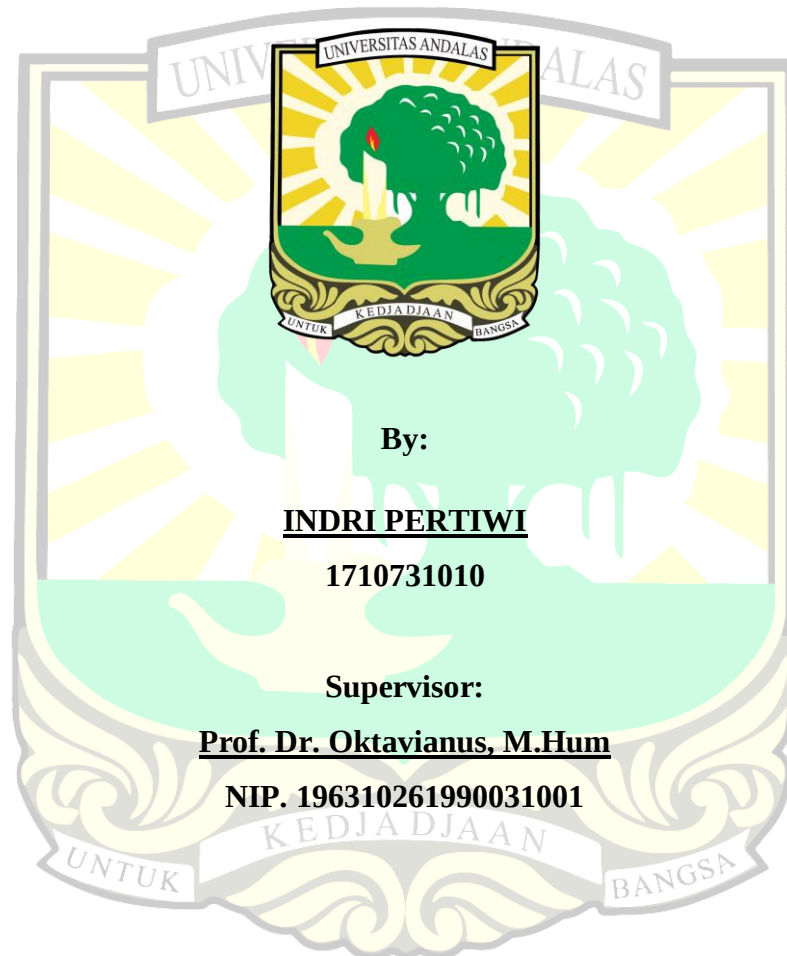


**THE LINGUISTIC FEATURES AND PERSUASION TECHNIQUES IN
FAST-FOOD ADVERTISEMENTS DURING COVID-19**

A Thesis

***Submitted as Partial Fulfillment to the Requirement for the Degree of Sarjana
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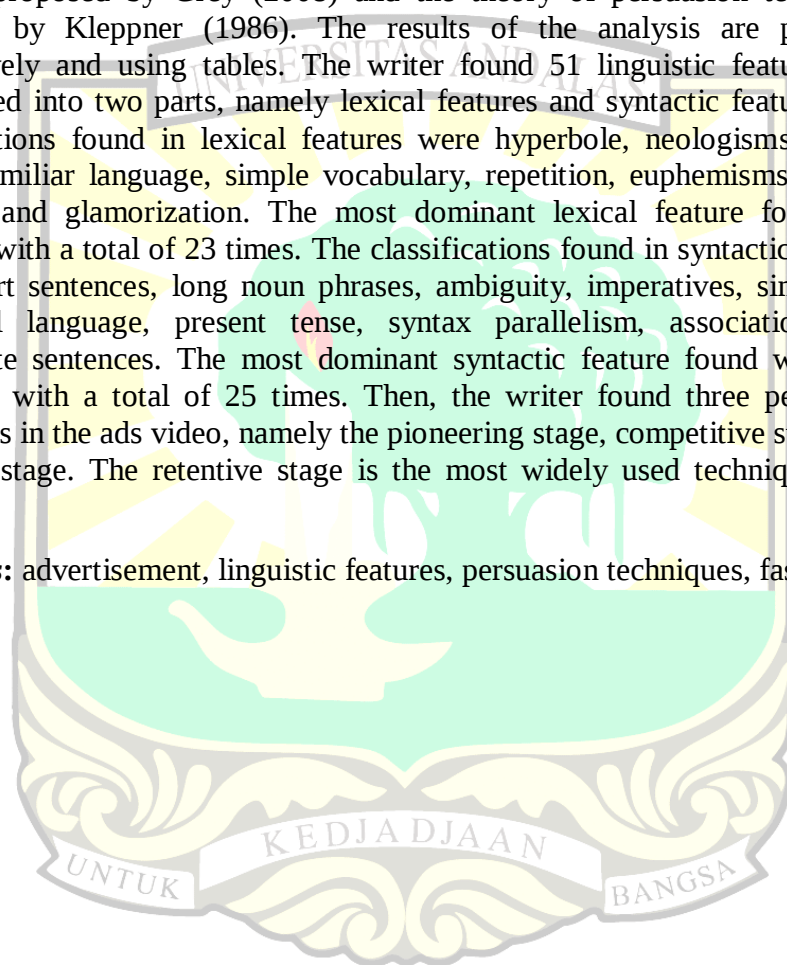
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ABSTRACT

This research discusses the linguistic features and persuasion techniques used by fast-food advertisements during Covid-19. The research data was obtained from sixteen advertisement videos from ten popular and largest fast-food restaurants in the U.S. This research is limited to advertisement videos on their YouTube channels published during the Covid-19 from 2020 to 2021. Data collection is obtained using non-participant observational methods and note-taking methods. The data were analyzed using the theory of linguistic features proposed by Grey (2008) and the theory of persuasion techniques proposed by Kleppner (1986). The results of the analysis are presented descriptively and using tables. The writer found 51 linguistic features data categorized into two parts, namely lexical features and syntactic features. The classifications found in lexical features were hyperbole, neologisms, weasel words, familiar language, simple vocabulary, repetition, euphemisms, humor, potency, and glamorization. The most dominant lexical feature found was potency, with a total of 23 times. The classifications found in syntactic features were short sentences, long noun phrases, ambiguity, imperatives, simple and colloquial language, present tense, syntax parallelism, associations, and incomplete sentences. The most dominant syntactic feature found was short sentences with a total of 25 times. Then, the writer found three persuasion techniques in the ads video, namely the pioneering stage, competitive stage, and retentive stage. The retentive stage is the most widely used technique in ad videos.

Keywords: advertisement, linguistic features, persuasion techniques, fast-food



ABSTRAK

Penelitian ini membahas tentang fitur linguistik dan teknik persuasi iklan yang digunakan oleh iklan makanan cepat saji pada masa covid-19. Data penelitian diperoleh dari enam belas video iklan dari sepuluh restoran cepat saji populer dan terbesar di AS. Penelitian ini terbatas pada video iklan di saluran YouTube mereka yang diterbitkan selama Covid-19 dari tahun 2020 hingga 2021. Pengumpulan data diperoleh dengan menggunakan metode observasional non partisipan, dan metode catat. Data dianalisis menggunakan teori fitur linguistik yang dikemukakan oleh Grey (2008), dan teori teknik persuasi yang dikemukakan oleh Kleppner (1986). Hasil analisis disajikan secara deskriptif dan menggunakan tabel. Penulis menemukan 51 data fitur linguistik yang dikategorikan menjadi dua bagian, yaitu fitur leksikal, dan fitur sintaksis. Klasifikasi yang ditemukan dalam ciri leksikal adalah hiperbola, neologisme, kata musang, bahasa yang familiar, kosakata sederhana, pengulangan, eufemisme, humor, potensi, dan dan glamorisasi. Fitur leksikal yang paling dominan ditemukan adalah potensi sebanyak 23 kali. Klasifikasi yang ditemukan sebagai fitur sintaksis adalah kalimat pendek, frase kata benda panjang, ambiguitas, imperatif, bahasa sederhana dan sehari-hari, present tense, paralelisme sintaksis, asosiasi, dan kalimat tidak lengkap. Fitur sintaksis yang paling dominan ditemukan adalah kalimat pendek sebanyak 25 kali. Kemudian penulis menemukan 3 teknik persuasi dalam video iklan, yaitu tahap pionir, tahap kompetisi, dan tahap retentive. Tahap retentive merupakan teknik yang paling banyak terjadi pada video iklan.

Kata kunci: iklan, fitur linguistik, teknik persuasi, makanan cepat saji

